

Chemist & Druggist

March 9 1974 THE NEWSWEEKLY FOR PHARMACY



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The newsweekly for pharmacy

9 March 1974 Vol. 201 No. 4903

115th year of publication

Contents

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Contents ©

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Comment	<input type="checkbox"/> Wellcome collections	245
	<input type="checkbox"/> Moderation!	245
Care recruitment stands at 2,270		246
Tie in Contractors Committee election		247
Herbals under the hammer at Sothebys		247
Northern Ireland Council meeting		249
The Xrayser column: Resolution		250
A "suntan breakthrough" by Roche		257
Drug transport and delivery systems		261
Why hypnotics are 'self-perpetuating'		262
Statutory Committee removes four names		267
Albright & Wilson's expansion programme		270

Appointments	270
Business Briefly	270
Coming Events	269
Company News	270
Equipment—257	
Letters	269

Market News	272
New Products	255
On TV Next Week	257
People	250
Trade News	256
Classified Advertisements	273

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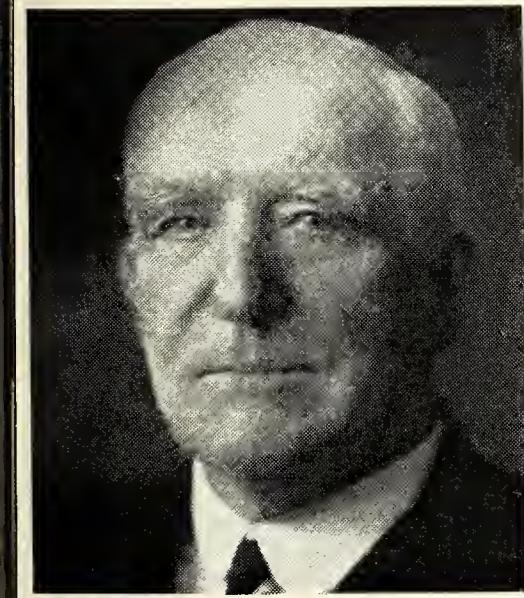
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Sir Henry Wellcome left many legacies to medical science—now the future of one of them is in the balance (see p 245)

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Comment

Wellcome collections

Times change—So do the views of the Wellcome Trustees concerning the Wellcome Museum. In their 1958-60 report they wrote that "Wellcome's will had empowered his trustees to provide funds for the maintenance and development of the now well-known museum and library . . . and he has specially recommended them to the care of his Trustees".

The museum and library were purchased from the Wellcome Foundation in 1960. In their fifth report, 1962-4, the trustees were able to record "considerable progress . . . for making the collections fully available for study and research". Is this likely to be the case in regard to the museum now that plans for its dispersal to the Museum of Science are in hand and some dismantling of recently set out exhibits has already taken place? Dr Poynter's years of orderly planning, his vision and enthusiasm were beginning to bear fruit—more international scholars were being attracted to work on the collections and catalogues of some sections of the collections were appearing. Now has come the great break.

Doubts about continuity

It was apparently in 1967 that the trustees began to have doubts about the continuity of the museum (their report 1972) for they then appointed an international panel of scholars to advise them, informing the panel that they could not envisage spending more than £250,000 a year (1972 values) out of the £350,000 they would allocate to the history of medicine. The panel recommended the Institute should develop into a post-graduate centre for research in medical history and that the exhibition and educational activities of the museum be curtailed.

This the Trustees evidently accepted in the recognition that their funds or rather the funds as they proposed to allocate them (out of some £2½ million a year), would not allow the collections to be kept up to date. The scale of operations needed, in their view, "could only be undertaken by an organization sponsored and financed by the nation". They believed that as a department in the Museum of Science devoted exclusively to the history of medicine, the collection would be seen by many more of the public.

This decidedly is not the expressed view of the research workers in medical and pharmaceutical history, for when the proposal was first announced that the superb Wellcome collections in the Wellcome Institute would be placed on indefinite loan to the Science Museum in London, medical and pharmaceutical historians all over the world were aghast. The idea of separating the collections relating to medicine, pharmacy and science illustrating development through prehistoric and historic times from the unique library that Henry Wellcome had built up alongside the objects was to most unthinkable. This has been reflected in letters to the *Times* by Mr Andrew Faulds, MP and others, by Dr K. Bryn

Thomas, past president of the History of Medicine Section of the Royal Society of Medicine and in personal letters to the Trustees.

Recently the *Sunday Times* devoted almost half a page to the proposal, telling its readers that the museum would be closed, to the shock of scholars.

Whether the Wellcome collections can be maintained intact under the proposed new arrangements is questionable, and is there any assurance that the national organisation would or could contribute more than the Trustees towards maintaining the collection? Will scholars be given facilities to view and examine a whole series of objects of a particular class? If they want to compare them with what has already been written then a journey to Euston Road from Kensington or elsewhere will be necessary.

The present facilities for examining a series of materials in store in any national collection are often hampered by readiness to make them available and there is no guarantee that things will be easier in the new Museum of Science whenever time is found to house, let alone display, the Wellcome material.

Those who knew and who worked with Sir Henry Wellcome were well aware that the museum and library he founded, just over 60 years ago, and which his specially designed building in Euston Road was to house, were regarded by him as his life's work in medical and scientific history and that he intended they should continue after his death. Divorce is imminent but not divorce by consent (of the users of the museum). Well has it been said: "The history of every great institution would astonish its founders"—the present proposals are no exception.

Moderation!

However one views the outcome of the general election, it is self-evident that none of the major parties has a mandate from the electorate for any of its more extreme doctrinaire policies. The vote must be seen as one for moderation—not nationalisation!

The government now coming to office is nevertheless faced with a thankless task, and inevitably the economy must come in for some "adjustment". It is thus unfortunate for retailers that value added tax is so simple a device for expanding or decreasing the nation's purchasing power—to change its rate must be a great temptation to any chancellor.

But the distributive trades have been faced with months of making the numerically massive price changes brought about by rising costs, and we must implore the new Chancellor to look elsewhere. A rise in the rate would add to the consumer's burden, while the benefits of a cut would soon be wiped out by continuing inflation in world raw materials prices and labour costs.

There should be no need for the Chancellor to change the Government's "income" by creating a further upheaval in a vital sector of Britain's economy.

Care recruitment stands at 2,270

Recruitment to the Care chemist marketing scheme now stands at 2,270, a spokesman told *C&D* this week.

Although it is some six weeks since the scheme topped the 2,000 mark, the speed of advance has been intentionally slowed because of the shortage of products due to the economic situation. Wholesalers have also had to have time to "digest" the new members (*C&D* February 2, p 92). However, recruitment activity will be back to its previous level as soon as circumstances permit.

William Davidson brought in

William Davidson Ltd, Aberdeen, are to be brought in to supplement the Care chemist wholesaler network in Scotland from April 1. Their franchise will cover the northern counties of Scotland, servicing more than 200 chemists.

A 40,000 sq/ft warehouse, at Cragshaw Drive, West Tullos Industrial Estate, Aberdeen, will stock around 2,000 items selected for the Care chemist buying group.

Both George Dickie, the chairman of William Davidson, and George Berry, managing director of the company, one of the oldest-established wholesale chemists in the north with a 108-year history, are delighted to be joining the Care chemist project. Says George Berry: "The Care scheme is proving to be very successful in Scotland and we shall be putting a real effort into building up business for the independent chemists in our area."

Family planning scheme still aims for April 1

Plans for a comprehensive family planning service under the NHS are still scheduled to come into effect on April 1.

Early this week the Department of Health denied that the scheme will be postponed because of political uncertainty or failure to agree on what form the doctors' payments will take. Hospital consultants had issued a statement in last week's *British Medical Journal* that provision of a contraceptive service on non-medical grounds is not obligatory under their existing contracts.

The negotiating subcommittee of the Central Committee for Hospital Medical Services says a clear distinction exists between extra work resulting from advances in medical science and techniques (normally absorbed within the contract) and a proposed addition of work to be done mainly for social reasons.

The statement goes on to say that all hospital personnel who would be involved in the family planning service are

already short of sufficient time and facilities to meet the medical and surgical needs of patients who would suffer further if other patients were accepted for "treatment" with no medical basis.

A leading article in the journal points out that no-one yet seems to know how much of the new family planning service will be done by general practitioners, how much by hospitals and how much by area health clinics. The writer suggests that the community does not want social sterilisation at the expense of patients with hernias or prolapses, in which case delay "may be quietly welcomed by the Treasury" who would otherwise have to find more resources to make the scheme workable.

Shop owner pleads guilty to use of title

For displaying the word "Chemists" outside his premises, a shop owner was fined £20 by Croydon magistrates on February 27. Mr Arthur Noel Robertson, Whitehorse Road, Croydon, admitted the offence and was also ordered to pay £10 costs.

Prosecuting, Mr T. E. Thomas said Mr Robertson had contravened the Pharmacy Act 1954. He had a shop in Whitehorse Road and the full display outside it was "Cosmetics Perfume Chemists Sundries". The Pharmaceutical Society had three times written to him asking him to remove the offending word but he did not do so, although, in fact, the word had since been erased.

In court Mr Robertson said the sign had only just been erected at the time the Society contacted him. He asked the sign-makers if they could delete the word but they told him it could not be done. The only alternative would have been to have an entirely new sign.

Although he owned the shop it was run by his son, daughter-in-law and his wife. "I do not sell drugs and I have committed no crime", he added.

IV infusion of drugs: dangers not appreciated

The hazards of drug administration by continuous intravenous infusion are not widely appreciated, according to a report in last week's *British Medical Journal*.

Researchers in Dundee found that 15 per cent of drug additions to intravenous fluids were of more than one drug and 15 per cent were of drugs incompatible either with each other or with the infusion fluid. In one case ampicillin, cefacloridine, hydrocortisone and potassium

chloride were all added to one bottle of sodium chloride 0.9 per cent w/v.

Apart from potassium chloride, antibiotics were the most common additives but measurements of blood samples of patients receiving 500mg ampicillin in 500ml normal saline showed that therapeutic levels of ampicillin were not obtained.

An educational programme was started to alert nursing and medical staffs to the problems involved. The report says that after this programme the number of drug additives for surgical patients was reduced to a quarter of the original, the number of multiple additives fell to 1 per cent and there was a tenfold decrease in the number of times antibiotics were given by continuous intravenous infusion.

Chemists' Mutual: concern over glass replacements

The escalating cost of glass replacements in pharmacies continues to cause concern to Chemists' Mutual Insurance Co Ltd says the annual report for the year ended September 30, 1973. Claims in the past year came close to absorbing the whole of the premium income for this class of insurance before taking into account other expenses involved. However the report says the company do not intend to increase the glass premiums at present.

The company's total net profit for the year after tax of £20,359 was £141,123. Gross premium income rose from £273,778 to £308,293.

High petrol cost affects field staff

The jump in the price of petrol since the end of last year will add more than £18,000 a year to the costs of ICI's pharmaceutical division says the latest issue of *Scan* (the division's staff paper). The article mentions that the average mileage covered in a year by the field staff in their 180 company cars is 20,000.

The mileage costs of the division — buses, cars and vans — will climb by £3,500 a year compared with a year ago and there will be very sharp increases in contract haulage costs for their distribution organisation, it is predicted.

Severe competition for pharmacy places

Although fewer candidates sought more university places for October 1973, there was still severe competition for entry into pharmacy.

The eleventh report of the Universities Central Council on Admissions says 2,181 of the total 124,634 candidates seeking admission to a university put pharmacy as their first choice. This proportion of 3.71 per cent has risen from 1.04 per cent in 1969.

Pharmacy was among other professional or vocational subjects having a low acceptance ratio. In August 1973, 553 candidates naming pharmacy as their first choice were still unplaced; 25 were later accepted and 101 were accepted for an alternative course.

Contractors' election tie

The following results have been announced in the Central NHS Committee elections.

Region 1: Tie between J. O. Bond and R. R. C. Kitchen

Region 2: Mr Lewis Priest elected

Region 3: Mr D. L. Coleman elected

Region 4: Mr Harry Steinman elected

Region 5: Mr G. Urwin elected

Region 6: Mr G. T. M. David elected

The twelve area chemist contractor committees in region 1 have been asked to decide who should represent them.

Boots want to back out of Fraser takeover

Boots Co Ltd said this week that they wanted to withdraw their £225m bid for House of Fraser "in the light of entirely exceptional national and international circumstances since October 30, 1973." Boots and Fraser could not agree on renegotiated terms and an application by Boots to the City Tribunal Panel to withdraw the bid was rejected unless Fraser agreed to it. An extraordinary general meeting of Boots' shareholders will have to sanction an increase in capital and this they are unlikely to do especially if advised against it by the Boots' board.

NHS Regulations updated

The National Health Service (General Medical and Pharmaceutical Services)

Regulations 1974 (HM Stationery Office, price £0.29), which come into force on April 1, amend the existing Regulations to take account of the NHS Reorganisation Act. The main change is the substitution of the Family Practitioner Committee for the Executive Council. Minor drafting amendments have also been made.

The NHS Reorganisation Act 1973 (Commencement No. 3) Order 1974 (price £0.09) brings into force on April 1 more provisions of the Act, including section 42 relating to pharmaceutical services. Also issued is the NHS (Rights and Liabilities Transferred from Executive Councils and Pricing Committees) Order 1974 (price £0.06).

The NHS (Standing Advisory Committees) (Amendment) Order 1974 (price £0.06) makes the Standing Pharmaceutical Advisory Committee additionally representative of hospital pharmaceutical services, again from April 1.

History weekend: programme details

The next weekend conference of the British Society for the History of Pharmacy is being held at Cambridge, March 22-24, on "Apothecaries and science in Cambridge".

Papers and speakers are:— Britain's treasure house of records (Dr T. D. Whittet), Apothecary apprenticeship records (Mrs J. Burnby), John Addenbrooke and his hospital (Dr A. Rook), Discovery of insulin (Professor Sir Frank Young), William Heberden's *Materia Medica* and *Therapeutics* (Dr J. K. Crellin and Miss D. A. Hutton), Physicians, surgeons and apothecaries in Tudor and Stuart Cambridge (Dr A. Rook and Mr M. Newbold), Eminent Cambridge apothecaries (Dr T. D. Whittet and Mr M. Newbold).

Full weekend residence costs £14.50, non-residential £9. Application form from the Society's Secretary, 36 York Place, Edinburgh EH1 3HU.

Herbals under the hammer at Sotheby's

The library of the late Dr George Mitchell, MD, MRCP, came under the hammer at Sotheby's, London, on February 25-26. The books included important works on natural history and herbals, as well as medical books and some manuscripts. The first day's sale, consisting of 184 lots realised £36,000.

The book auction room was filled to capacity, as the sale had attracted many antiquarian dealers both English and foreign. Prices were higher than they have been recently, especially for the smaller items such as dispensatories.

Hieronymus Boch's *De Stirpium*, Strassburg, 1552, with fine hand-coloured plates fetched £700. Charles de l'Ecluse (or Clusius) *Rariorum Plantarum Historia* with the addendum *Fungorum historia*, Antwerp, 1601 (£400); Andrew Boorde's *Breviary of Health*, 1557 (£600); Robert Boyle's *Sceptical Chymist* with the rare advertisement, Oxford, 1680 (£650).

Nicholas Culpeper and his books were represented by lots 43 to 67. The folio edition of the *Pharmacopoeia Londinen-*

sis, or the London Dispensatory, *Peter Cole*, 1653, was acquired by Maggs for £260.

The better of the two copies of T. Johnson's 1636 edition of Gerard's *Herball or General Historie of Plantes* with woodcuts, woodcut initials and ornaments finely hand-coloured reached £850 (Dawson). The first edition of William Heberden's *An essay on Mithridatium and Theriaca*, 1745, in paper wrappers sold for £90.

The first Italian edition of the *Hortus Sanitatis*, Venice, 1511, with the three full page woodcuts, fetched £1,700 (Francis Edwards). The first edition of James Lind's *A Treatise of the Scurvy*, 1753, went to the same buyer for £2,400. Henry Lyte's translation of the *Nieuwe Herball or Historie of Plantes* by Rembert Dodoens, 1578, was purchased by Dawson for £1,500.

Last but not least, William Harvey's *Anatomical exercises . . . concerning the motion of the heart and blood*, 1673, the second English edition, was secured by Gurney for £300.



Mr Keith Gould, general sales manager, Max Factor Ltd, congratulates Mrs Ann Allison of Huddersfield, winner of the national cosmetic assistants sales skill and cosmetics knowledge competition organised by Max Factor Ltd. Mrs Allison, a pharmacist and manageress of B. Dobson (Chemist) Ltd, Meltham, Yorks, received a cheque for £20 and with her husband was Max Factor's guest for a weekend in London.

Pharmacist second in election poll

Mr W. I. Shipley MPS, Liberal candidate for Newham South in the general election, came second in the poll to Labour's Sir Elwyn Jones QC. But he was well behind, with 5,369 votes against 23,952; the Conservatives gained 4,422 votes and the National Front 2,511.

Smaller share of NHS for pharmaceutical services

Pharmaceutical services continued to take a declining share of the NHS "cake" in 1972 (the latest year for which figures are available) according to an Office of Health Economics information sheet issued this week. Of the £2,732 million spent on the NHS, pharmaceutical services accounted for 9.7 per cent, while hospitals took a record 66 per cent.

The projected total figure for 1973 is £3,179m, representing 5.75 per cent of the national income (5.68 per cent in 1972).

The pharmaceutical services share fell by 0.1 per cent on the previous year, but in 1969 it was 10.4 per cent. It was at its peak in 1966 when on an earlier index it reached 11.2 per cent.

The trend to hospital expenditure is not likely to be significantly reversed over the next few years, say OHE. Between 1973-74 and 1977-78 capital expenditure is expected to decline, in real terms, in all sectors including hospitals, health centres and clinics. Current expenditure in the same period is expected to increase by the same amount, 14 per cent in real terms, both in hospitals and in the remaining parts of the NHS.

Chemists' January sales

In January, retail sales by chemists and photographic goods dealers were 13 per cent ahead of the 1973 equivalent figure. The Department of Trade's index was 117 (1971 = 100), while that for independents alone was 101 (up 6 per cent). NHS receipts are not included.

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Pharmaceutical Society of Northern Ireland

Attributed statement by a superintendent 'untrue'

A statement in a local newspaper attributed to a superintendent pharmacist was untrue, the February meeting of the Council of the Pharmaceutical Society of Northern Ireland was told. The secretary, Mr W. Gorman, reported that following the complaint considered at the last Council meeting about an advertisement in a local newspaper, he had met the superintendent of the company and a pharmacist director. Both assured him that the statement attributed to the superintendent about the practice of assistants giving patients medicines other than those sought was untrue. The company had had published in a later edition of that particular paper a letter drawing attention to the reporting error and also apologising to other pharmacists in the area for the mistake. The Council agreed that no further action was necessary.

The president, Mr T. A. Gray, referred to the sudden death of Mr W. P. Ewart, P, who was a member of the Council for fifteen years, president, 1954-55 and reired in 1965. Mr Ewart had been a valued member, who took a particular interest in pharmaceutical education. The members present stood in silence as a token of sympathy.

Receptionists' visits

It was reported that arrangements had been made for thirteen medical receptionist students to spend five mornings in thirteen pharmacies, June 10-14. Arrangements were also being considered for the students to visit the pharmacy at Craigavon on a Wednesday afternoon and to hear a short talk by the senior medical receptionist in the Craigavon Health Centre.

The application of Michael Richard Kempson for registration as a Pharmaceutical Chemist in Northern Ireland under the reciprocal agreement between the Great Britain and Northern Ireland Societies was granted, as was the application of Patrick John Hudson, Stonehayes 5 Millford Road, Sidmouth, Devon, for the restoration of his name to the Northern Ireland Register.

The secretary stated that following receipt of a letter from the Department of Agriculture for Northern Ireland alleging that some pharmacists had imported uncooked hams into Northern Ireland late in 1973, he had written to a pharmaceutical company known to send hams and enclosed a copy of the Department's letter. Subsequently he had received a reply from the company admitting that hams had been sent to pharmacists but stating they were supplied by a Northern Ireland company. A copy of this letter had then been sent to the Department with a request for the name

of the pharmaceutical company they believed was concerned and the names of the pharmacists involved.

A reply to this had been received but no company was mentioned nor were the names of any pharmacists. The president said that either the Department had no names to give or else were refusing to disclose them. It was agreed that no further action could be taken on the matter.

A letter from the Department of Health asked the Council to nominate members for appointment to the Central Pharmaceutical Advisory Committee. It was agreed that the following names be submitted: W. H. Boyd, T. G. Eakin, W. T. Hunter and G. E. McIlhagger.

It was agreed that Professor P. F. D'Arcy would continue as the Society's representative at the International Pharmaceutical Federation Assembly.

The president reported on a meeting of the Portadown, Lurgan and Armagh Branch held in the Craigavon Health Centre. Members had been shown round the pharmacy and health centre. After supper a small panel, consisting of the president, Mr J. Gordon, Dr W. Woodside and Mr R. G. P. McMullan, had answered questions. The meeting had been successful and the Branch hoped to hold a dinner early in April.

Mr J. Kerr reported on meetings of the UK/EEC Group held in London and the

Northern Ireland EEC Committee.

The secretary said a meeting with representatives of the Pharmaceutical Contractors Committee and the Ulster Chemists' Association had been held on January 31, to discuss the extract from the Health Centre Design Guide on health centre pharmacies. There was agreement that certain amendments should be made and that the statistics regarding the number of doctors, monthly number of prescriptions dispensed, the number of pharmacists required and the floor areas for the component parts of the pharmacy were acceptable. It had been stressed that the plans laid down were simply to be used as a guide since some health centre pharmacies provided only a prescription service whereas others included over-the-counter sales. At the meeting a number of representatives had been appointed to discuss the extract with officials of the Ministry.

The president said a successful meeting with hospital pharmacists had considered a report prepared by the Northern Ireland Branch of the Guild of Hospital Pharmacists on grading under the Noel Hall reorganisation. The final form of the report had been agreed and it was hoped to arrange a meeting with the Ministry to discuss it with officials. The president, Professor D'Arcy, Mr McIlhagger, Mr Moore and the secretary were appointed as the Society's representatives.

Recently secretaries of district branches had been approached about the possibility of holding meetings in their areas. It was reported that the Newry, West Tyrone and Fermanagh and North East Ulster Branches were each anxious that a meeting should be held within the next two months.

The secretary was instructed to convey the Council's appreciation to Professor R. F. Timoney on the lecture he gave to members of the Society.

Two Council members not to seek re-election

Two members of the Pharmaceutical Society's Council are not seeking re-election in May. They are Miss Mary A. Burr, who came to Council in 1947 and Mr W. A. Beanland, who was elected in 1965.

Thirteen candidates are standing for the seven places:—D. J. Dalglish, W. M. Darling, M. Gordon, W. H. Howarth, Estelle J. M. Leigh, D. H. Maddock, H. J. Metcalfe, M. E. Millward, J. G. Roberts, C. H. P. Robinson, A. Roxburgh, H. Steinman, R. G. Worby.

Mrs Castle takes on Health post

Mrs Barbara Castle is to be the new Secretary of State for Social Services, it was announced on Tuesday. And there will be a new post, occupied by Mrs Shirley Williams, with responsibility for controlling prices. The Ministerial posts of Trade (Mr Peter Shore) and Industry (Mr Wedgwood Benn) are to be separated under the Labour administration.

News in brief

The first issue of a new Customs and Excise publication, *VAT News*, is now being distributed to all VAT registered traders.

The Price Commission is proposing further reductions in gross percentage margins made by food distributors. Trade associations are being given the opportunity to make representations.

The US FDA is recalling batches of digoxin tablets which do not comply with the new standard for dissolution in the *US Pharmacopeia* and is starting a certification programme for all digoxin manufacturers.

"The analysis of agricultural materials", consists of 58 analytical methods used in the laboratories of the Agricultural Development and Advisory Service for the determination of components in animal feedingstuffs, milk, plant materials and soils. Obtainable from HM Stationery Office, PO Box 569, London SE1 (price £1.65, by post £1.78).

People

Topical reflections

BY XRAYSER

Resolution

Mr H. J. K. Cockburn, MPS, Windmillhill Street, Motherwell, Lanarks, has been appointed chairman of Motherwell Merchants Association.

Mr H. W. Tomski, founder and member of council of the Institute of Pharmacy Management, is giving a series of lectures on pharmacy management topics in April arranged by the committee on continuing education in pharmacy at the University of Ife, Nigeria. The course is the second of its kind arranged by the University.

Mr Tomski, who recently retired from the directorship of the Institute, is visiting lecturer to Bradford University, Chelsea College and Liverpool Polytechnic.

Mr Kenneth S. Seal, MPS, has been appointed to the board of Unichem Ltd. Mr Seal who has had wide experience of hospital pharmacy before entering the retail side, is a member of the Sheffield Area Contractors Committee; and of the Area and the Regional Pharmaceutical Committees as formed under the re-organisation of the National Health Service. Prior to buying the pharmacy of Excell Brothers in Sheffield six years ago he was for a short time managing director of a pharmacy in the centre of the city. This followed 12 years as a medical representative with the Wellcome Foundation Ltd and four years as hospital pharmacist at the North Middlesex Hospital and the Royal Infirmary Sheffield, and four years chief pharmacist at the Children's Hospital, Derby and Montague Hospital, Mexborough.

Mr A. Fraser McIntosh, MPS, has been elected the first president of the Federation of European Pest Control Associations. The Federation, which held its inaugural meeting in London last month, is initially comprised of associations from Belgium, France, Great Britain, the Netherlands and Spain.

Mr McIntosh, in his fourth term of office as president of the British Pest Control Association is a director of Rentokil Ltd and until recently was in charge of that company's products division. Qualifying as a pharmacist in 1938 he was general manager of Thomas Harley Ltd, Perth, when that company was acquired by Rentokil in 1961. He was elected to the Council of the British Academy of Forensic Science last year, having been a member since 1961 and on its scientific committee for three years.

Headquarters of the new Federation will eventually be established in Brussels but meanwhile inquiries should be addressed to Charles Keeble, General Secretary CEPA, Alembic House, Albert Embankment, London SE1.

A reading of the motions to be put to the meeting of Branch Representatives on May 16 suggests that the day is likely to be a calm one. One might even hazard the view that some of the resolutions scarcely warrant the time and money involved, for in the matter of many of them, acceptance or reflection will have little effect on the progress of pharmacy.

It is perhaps appropriate that the resolution regarding a suitably renumbered "on-call" rota service should have originated so close to the Continent where such a service is available—or was, when I made direct inquiry into the matter. The question is an important one, if we are to take seriously all that has been said about a planned pharmaceutical service. I certainly feel that, if pharmaceutical service is required during the night, it should be possible to get it, but there inevitably arises the point of whether the rare occasion justifies a network of emergency services.

I was at one time connected with a pharmacy which had a night bell to arouse the member of staff who spent the whole of the night on the premises—and a very good bell it was too. It would have taken the soundest sleeper to have remained unaware of the fact that someone was in need of his services. I have met many who toiled in city pharmacies over a twelve-hour day, remained on the premises all night and were rewarded by having two hours off for breakfast before starting the daily round again. And I never met anyone who had partaken of that durance vile who ever said it was necessary.

So the first thing to establish is whether there is an absolute need for such a service, and in saying that I am not forgetting the minority who have to have drugs at midnight for particular reasons. But leaving aside the cities, there are small country towns and villages where, if the pharmacist is at home and services are needed, medicines may be obtained out of hours, though it would be unreasonable to suggest that the single-handed pharmacist in a village of only one pharmacy should never be out of "immediate" reach.

Advertising

All who have read this far must wonder just where I stand in the matter of a twenty-four hour service. What the resolution asks for is not a pharmacy that is open for a round of the clock; all it asks for is an "on-call" rota service, and that is a very different matter. Such a service might demand, in the cities, one week in six, or perhaps even less. I hope that the subject will be properly ventilated in May, and that the meeting will not overlook the rural areas where the stand-by could be a burden. And I am not overlooking the dispensing services of the doctor.

I find myself more than a little surprised that the watch-dogs of our professional conduct have not taken the opportunity of advising the Council on the new Care marketing scheme—not in the matter of its principles but concerned rather with its presentations. It may be that the members feel that the Council of the Pharmaceutical Society has already entered the lists and that negotiations of some kind are going forward at the present time in regard to its advertising.

And yet, time is short and the Council would have been none the worse for an expression of opinion from the rank and file. There is without doubt, a fair measure of support for the scheme, but equally I find considerable disquiet among members who are wondering where we are being led and what the outcome of it all might be in a body which is striving to keep the torch of professionalism alight.





Conceptrol* Shields.

The contraceptive sheath that's first with some new ideas about selling.



New Conceptrol Shields. Family planning for men.



From Ortho the world's largest family planning laboratories.

Registered Trade Mark

First sheaths with poster advertising.

It's never been done before! And now we have a poster campaign for CONCEPTROL* SHIELDS that's got real impact. 16 and 4 sheet posters that will be seen by customers up and down the whole country.

This will support a national mass readership press campaign that will be seen by 14,900,000 million men in the News of the World, The Sun and Daily Mirror.

First sheaths that make purchase less embarrassing for your customers.

CONCEPTROL* SHIELDS packs don't look

like conventional sheath packaging. They're less clinical. And we're using neat counter dispensers so that your customers can serve themselves if they wish.

All in all CONCEPTROL* SHIELDS are very easy to buy.



CONCEPTROL* SHIELDS
are sold in packs of 3 or 1 dozen.

Conceptrol* Shields. The modern contraceptive sheaths.



From the world's largest family planning laboratories. Electronically tested.

Ortho Pharmaceutical Limited, Saunderton, High Wycombe, Buckinghamshire HP14 4HJ.

• Trade Mark

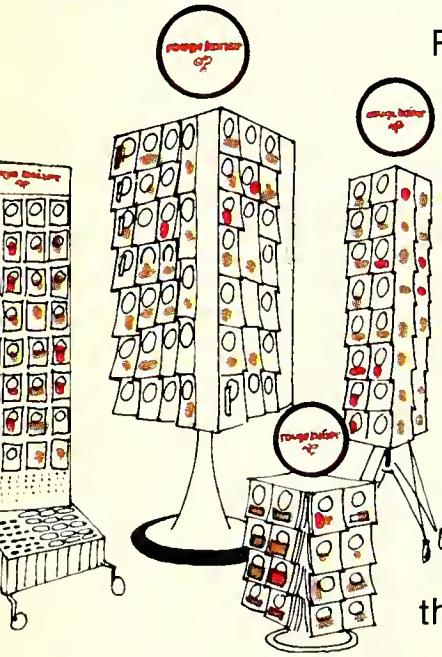


rouge baiser

COSMETICS

set them up and kiss them goodbye

Cardinelli—the experts in fast sales and quick profits—bring Rouge Baiser to Britain. **Rouge Baiser the convenient blister packed cosmetic that simply sells itself.**

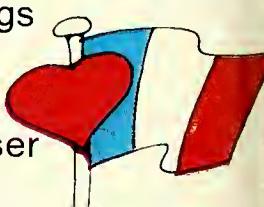


Rouge Baiser comes direct to you packed in self-service dispensers, complete with colour testers for the convenience of your customers. Simply set it up and watch it sell, we'll do the rest—restocking it regularly and invoicing you with the difference. You don't do a thing! Except profit!

Incredible introductory offer! Choose from four different sized dispensers, each with a different retail value and each subject to a fantastic, additional 25% introductory discount on your first complete rack. All this, and more. All introductory orders are subject to 180 days credit as an added incentive for you and your customers to try this fabulous range.



rouge Baiser – the big sales success of France. After outstanding sales success in France, Rouge Baiser comes to conquer Britain, with the quality and price that brings women back for more again and again! This exciting new range has colours and compounds selected exclusively for the British market. The right product, in the right pack, at the right price at the right time. Rouge Baiser—French expertise, British sales sense—what a combination!



See and try them for yourself—at the Selfridge Hotel. This exciting new range will be demonstrated in the Cheviot Suite at the Selfridge Hotel, Oxford Street, London W.1, between 8 and 10pm on 14th March 1974. All trade customers are very welcome.

Or, complete the order form opposite for your introductory dispenser and mail it to Cardinelli Beauty Products Ltd., 1 Canal Walk, Southgate Rd., London N1 5SA.

These are the prices that will seal your success

1. COUNTER STAND

Ref No	Product Description	Units	Cost ex tax	Retail inc tax
860	Automatic Mascara	12	34½p	57p
812	Cake Mascara	12	26½	44
915	Eye Line Brush	12	17½	29
711	Eye Line Pencil	12	13	22
160	Fluid Eye Shadow	24	31	52
1060	Beauty Blush	12	44½	73
1010	Matt Fluid Make-up	12	31½	51
180	Eye Shadow Pencil & Sharpener	12	44	72
817	Liquid Eye Liner	12	27	44
555	Brilliant Nail Polish	24	23½	38
556	Frosted Nail Polish	24	28	45
TOTAL COST		£48.42 exc		
RETAIL VALUE		£79.44 inc		GROSS PROFIT £31.02

2. REVOLVING FLOOR STAND

Ref No	Product Description	Units	Cost ex tax	Retail inc tax
557	Nail Undercoat	12	18p	30p
558	Nail Hardener	12	26	43
559	Cuticle Remover	12	18	30
880	Eye Make-up Remover Pads	12	22½	37
886	Eye Shadow Compact (Triple)	12	35½	59
885	Eye Shadow Compact (Single)	12	29	48
1027	Powder Compact	24	38	63
611	Lip Pencil	12	13½	22
251	Indelible Lipstick	24	20½	33
321	Brilliant Lipstick	24	25	41
322	Frosted Lipstick	24	28	46
860	Automatic Mascara	12	34½	57
812	Cake Mascara	12	26½	44
915	Eye Line Brush	12	17½	29
711	Eye Line Pencil	12	13	22
160	Fluid Eye Shadow	24	31	52
1060	Beauty Blush	12	44½	73
1010	Matt Fluid Make-up	12	31½	51
180	Eye Shadow Pencil & Sharpener	12	44	72
817	Liquid Eye Liner	12	27	44
555	Brilliant Nail Polish	24	23½	38
556	Frosted Nail Polish	24	28	45
TOTAL COST		£94.68 exc		
RETAIL VALUE		£155.64 inc		GROSS PROFIT £60.96

3. "BOUTIQUE" FLOOR STAND

Ref No	Product Description	Units	Cost ex tax	Retail inc tax
557	Nail Undercoat	10	18p	30p
558	Nail Hardener	10	26	43
559	Cuticle Remover	10	18	30
880	Eye Make-up Remover Pads	10	22½	37
886	Eye Shadow Compact (Triple)	10	35½	59
885	Eye Shadow Compact (Single)	10	29	48
1027	Powder Compact	10	38	63
611	Lip Pencil	10	13½	22
251	Indelible Lipstick	15	20½	33
321	Brilliant Lipstick	15	25	41
322	Frosted Lipstick	15	28	46
860	Automatic Mascara	10	34½	57
812	Cake Mascara	10	26½	44
915	Eye Line Brush	10	17½	29
711	Eye Line Pencil	10	13	22
160	Fluid Eye Shadow	15	31	52
1060	Beauty Blush	10	44½	73
1010	Matt Fluid Make-up	10	31½	51
180	Eye Shadow Pencil & Sharpener	10	44	72
817	Liquid Eye Liner	10	27	44
555	Brilliant Nail Polish	15	23½	38
556	Frosted Nail Polish	15	28	45
TOTAL COST		£67.29 exc		
RETAIL VALUE		£110.65 inc		GROSS PROFIT £43.36

4. "SUPER" FLOOR STAND

Ref No	Product Description	Units	Cost ex tax	Retail inc tax
557	Nail Undercoat	20	18p	30p
558	Nail Hardener	20	26	43
559	Cuticle Remover	20	18	30
880	Eye Make-up Remover Pads	20	22½	37
886	Eye Shadow Compact (Triple)	20	35½	59
885	Eye Shadow Compact (Single)	20	29	48
1027	Powder Compact	20	38	63
611	Lip Pencil	20	13½	22
251	Indelible Lipstick	35	20½	33
321	Brilliant Lipstick	35	25	41
322	Frosted Lipstick	35	28	46
860	Automatic Mascara	20	34½	57
812	Cake Mascara	20	26½	44
915	Eye Line Brush	20	17½	29
711	Eye Line Pencil	20	13	22
160	Fluid Eye Shadow	30	31	52
1060	Beauty Blush	30	44½	73
1010	Matt Fluid Make-up	30	31½	51
180	Eye Shadow Pencil & Sharpener	20	44	72
817	Liquid Eye Liner	20	27	44
555	Brilliant Nail Polish	35	23½	38
556	Frosted Nail Polish	35	28	45
TOTAL COST		£148.44 exc		
RETAIL VALUE		£243.85 inc		GROSS PROFIT £95.41

rouge baiser ORDER FORM

Cardinelli Beauty Products Ltd., 1 Canal Walk, Southgate Rd., London N1 5SA.

Please send me the following order. I understand that I will be charged in 180 days from today's date.....

Signature.....

PACKAGE 1
(Counter Stand)

No..... Value.....

PACKAGE 2
(Revolving Floor Stand)

No..... Value.....

PACKAGE 3
("Boutique" Floor Stand)

No..... Value.....

PACKAGE 4
("Super" Floor Stand)

No..... Value.....

TOTAL.....

Name.....

Address for delivery if different from previous column

Company.....

Address.....

PIZ BUIN

A
SERIOUS
AFFAIR
WITH THE
SUN



This is a selection from the new 1974 range of sun tan preparations for sun lovers who take their tans seriously

(Appointed agent distribution)



Jean Sorelle of London 117/123, Great Portland Street, London W1N 6AH. (sole distributors in the UK)

New products and packs

Babycare

Children's cooling tablets

Fennings Pharmaceuticals have introduced Fennings children's cooling tablets for the relief of teething pains. The tablets are soluble, strawberry flavoured and contain paracetamol 30mg, sodium bicarbonate 37.5mg, citric acid 30mg and heavy magnesium carbonate 20mg.

A counter dispenser is available holding 20 packs (15 tablets, £0.16) and launch bonuses are being offered. Advertising in the specialised baby Press and women's weeklies starts in April (Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex).

Photographic

New Polaroid film

One of the demonstrations and exhibits at "Photography at Work", Harrogate, during April will be Polaroid's first public showing in Britain of their new pack format negative/positive film, Type 105. The new film is compatible with all of Polaroid's cameras that now use Type 108 Polarcolor film, and can also be used on many 4 x 5 professional cameras with the use of the new Polaroid Land filmholder model 405.

The new Type 105 is an eight exposure $3\frac{1}{4}$ ins x $4\frac{1}{4}$ ins cassette film that has a rating of 75 ASA and self develops outside the camera in as little as 30 seconds. The high resolution negative requires only a simple clearing process before being ready to make high quality enlargements.

The Polaroid 405 filmholder is designed to permit the use of all three of Polaroid's 8-exposure $3\frac{1}{4}$ ins x $4\frac{1}{4}$ ins film packs—Type 107, 108 and the new 105—with 5 x 4 cameras. The holder fits most makes of 5 x 4 camera using international, spring or lock-rib backs. Since the focal plane of the holder corresponds with that of the ground glass, no adjustment to the focusing system of the camera is necessary. The economy of the smaller 100-series film packs is also of value for use on many scientific and optical instruments previously designed to accept only 5 x 4 sizes.

2oz exposure meter

Photopia's new S-EM lightweight exposure meter (£5.07) weighs approximately 2 oz. Another feature is its one hand operation because it has a large circular control ring dial which is simply set to align a number indicated by the meter needle to give a correct exposure read-out.

Shutter speeds covered range from 1/2000th right the way down to two minutes and apertures range from f4 to f45.



For movie enthusiasts there is a scale which covers 32, 18 and 12 frames per second and if exposure values are wanted, the meter includes these also with range from minus EV4 to plus EV20. The Photopia S-EM meter is scaled for film speeds in ASA, the meter covering the wide range of 6 to 6400. It measures just over three ins long (and that includes the lanyard lug), is under two-and-a-half ins wide and with a maximum depth of three-quarters ins is quite slim. It comes complete with a lanyard together with a zip-round pouch case. (Photopia Ltd, Hempstalls Lane, Newcastle, Staffs).

Cosmetics and toiletries

From Swedish Formula

Purified finishing powder (£0.65) and Purified blush powder (£1.10), are new additions to the Max Factor Swedish Formula range of cosmetics. The finishing powder is a fine, translucent powder and comes in a two-toned pink box that has a gold *fleur de lys* motif on the lid. The blusher is in five iridescent shades and comes in a magenta compact complete with a soft brush and mirror. Both products are fragrance-free (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Blister packed cosmetics

Nail polishes, eye make up, lipsticks and compacts are all in the competitively priced range by Rouge Baiser issued in blister packs. Retailers receive the range packed in self service dispensers complete with colour testers. There are four different dispensers, a counter stand (£48.42), a revolving floor stand (£94.68), The Boutique floor stand (£110.65) and a "super" floor stand (£243.85). Details concerning the items with each stand are given elsewhere in this issue (Cardinelli Beauty Products Ltd, Canal Walk, Southgate Road, London N1 5SA).



The Sasayaki collection from Almay incorporates eight new nail enamel shades (£0.38), four toning Colour Moist lipsticks (£0.50) and seven Shadow 'n' Light two-toning, pearl and matte, powder shadows (£0.80). Almay Cosmetics, 9a New Bond Street, London W1 say they have taken their "cue" from exotic Japanese silks and muted prints.

New Estee Lauder spray

In time for spring and summer Estee Lauder have created a light new version of their famous Alliaige sport fragrance, Eau d'Alliaige Spray. "It is cooling and summery just when you want the subtlest hint of fragrance." Eau d'Alliaige spray (£5.00) comes in a handsome 95-g fluted glass bottle screened with the Alliaige green graphics, together with a green plastic cap. Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.

A soapless soap

New from Lon (UK) Ltd, is Lonol soapless soap (£0.99), a cleansing gel that comes in a white tube with a screw-on top and is said to fit easily into the handbag. Pack size is 110g.

The hypo-allegenic soap is "particularly beneficial" to those who have sensitive skins. Described as a "completely natural product" it has "none of the destructive qualities of soap yet gives the skin a very thorough cleansing". The makers say it can also be used by men as a shaving gel.

Available for sale in April (Lon (UK) Ltd, 58 Russell Square, London WC1B 4HP).

PIZ BUIN

For further information on the entirely new range of Piz Buin preparations featured on the facing page please send this coupon to Jean Sorelle Ltd., Dunbee House, 117 Great Portland Street, London W1.

Name.....

Address.....

Trade News

Boots offer 'trade-in' on old lipsticks

Bring in your old lipstick and get a new one for half its normal price! That is the offer Boots Co are featuring in all their branches March 4-23. Any brand of lipstick may be exchanged—even an empty lipstick case—for a new No 7 lipstick at half the normal retail price.

Boots are confident of a good response to the promotion. They had great success last April with a Super Lash mascara "trade-in" which not only increased the level of sales of the product during the promotion, but the high level of sales continued after the offer had ended.

There are four types of No 7 to choose from, giving a choice of 48 shades.

Poster advertising for Conceptrol

For the first time, a contraceptive product is being advertised on poster sites throughout the UK. The product is Conceptrol Shields, marketed by Ortho Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks.

The poster is full colour and will appear on 4,000 hoardings, including shopping precincts and road sides in Greater London, west Midlands, Merseyside, south east Lancashire, west Yorkshire, Tyneside, Clydeside and parts of the south west and south Wales. Posters will run for a period of ten weeks with the copy line, "New Conceptrol Shields—family planning for men".

Running concurrently with the posters is a national Press campaign in the *News of the World*, the *Sun* and *Daily Mirror*.

Temporary packaging

As a result of shortages of packaging materials Delandale Laboratories Ltd, 37 Old Dover Road, Canterbury, Kent, have found it necessary, as a temporary measure, to use amber glass bottles for packaging Priadel tablets 100 in place of the extruded aluminium container which is normally used.

Agua Brava new size

A 125-cc tube of Agua Brava foaming gel has been introduced by Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey. To launch the new size the product will sell at £0.95—normal retail price will later be £1.20.

Skin preparation saving

Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1V 6QX, are offering two programmes of cleansing products, one for dry skins the other for combination skins, at a reduced price of £3.75—a saving of £1.40. Each box includes six Masques Transparent and a toner; Lacta-treme cleanser is in the dry skin offer, and a gel cleanser—Rosee démaquillante—in the one for combination skins.



Savlon spring promotion

In a special spring promotion for Savlon babycare products chemists will be offered a dump bin display plus leader giving full details, from Avlex Ltd, ICI Pharmaceutical division, Alderley House, Alderley Park, Macclesfield, Cheshire.

Their customers will receive a set of attractive nursery stickers with each Savlon babycare product that they purchase. There are two different sets of coloured stickers which are "ideal for decorating baby's cot or nursery." These colourful stickers show cuddly animals—a lion; rabbit; squirrel; panda; kitten and teddy bear, each one wears a pretty bow around its neck.

Gala add shades

Gala of London have introduced three shades to their matte shadow (£0.35) and eye pen (£0.35) ranges—sailor blue, sea blue and pebble grey. Spring shades have been added to the lip pen (£0.35) and nail polish (£0.30) ranges—Riviera red, coral tan and pink rock. Distributed by Myram Picker Ltd, Hook Rise, Surbiton, Surrey.

More Arden colours

Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE, have increased the choice of colours in their Creative colouring pencils, Naturally Moist lipcolour, and eye shadow ranges. There are now 20 new pencil shades (£0.65), suitable for colouring either eyes, cheeks or lips. Fourteen shades have been added to the lip-

Vichy to expand distribution

Nearly two years ago the Vichy skin care range was launched in the UK exclusively through selected Boots branches. Now as a policy of a chemist-only distribution the range will be made available to independent chemists.

To support further their total increased distribution, Vichy are launching later this year a heavy-weight advertising campaign in all major women's magazines. In addition, they have specially designed a new high quality revolving merchandiser together with attractive window displays and other point of sale material.

stick range (£0.80) including such colours as burnished plum, earthy brown, and peachsilk.

Arden's eyeshadow ranges now include four more colours—yellow gold, sunripe lime, sunstruck blue and golden grape—in the Ultrafrost range, and two new colours have been added to the Powderfrost range (both £1.19). The Shadow II range has been increased by four shades (£1.38).

The Seaqua and Directionale ranges have been discontinued.

5p off Femfresh

During March and April, Crookes Anestan Ltd, 1 Thane Road West, Nottingham, are offering the consumer 5p off the retail price on the 120-g size of Femfresh. The saving will be displayed on the can and there are "shelf talkers" with each outer of six cans.

Two offers of Jovan

J. L. Perl Ltd, 8 Esterbrook Street, London SW1P 4BR, are offering Jovan musk oil Cologne spray at £1.95—normally retailing for £2.95—and a ½oz travel size of Jovan Musk for Men at £0.75. There are display stands complete with testers available.

Consultancy group formed

Mr K. M. Godfrey, BSc, FRIC, has resigned his directorships of Sales Affiliates and Evans Chemicals to become managing director of Creative Chemistry Ltd. Ken Godfrey is a former president of the Society of Cosmetic Chemists. The firm plans to become a research and development group with facilities to investigate all technical aspects of manufacture for the chemical, cosmetic and toiletries industries.

Interested companies are invited to contact Ken Godfrey personally at Creative Chemistry's London office, Bell House, Bell Yard, London WC2A 2LX (telephone: 01-405 3960) or at the St Albans laboratory (56 51197).

Bonus offers

Radiol Chemicals Ltd, Witham, Essex. Three Biovitale bonus parcels: 18 bottles liquid, 12 packs 60 tablets (£17.58 trade), 18 bottles liquid, 6 packs 120 tablets (£16.46), 18 bottles liquid, 6 packs 60 tablets, 3 packs 120 tablets (£17.03). Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex. Children's cooling tablets. 20 pack dispensers, 1½ dispensers as 1. March only.

The products are formulated to care for each of the four main skin types and the range includes: Vichy cleansing milk, tonic lotion, moisturising cream (emulsions essentielles), eye make-up remover lotion, rejuvenating cream (émulsion profonde), nourishing night cream, purifying moisture cream, purifying toning mask and moisturising tint for dry skin, normal skin and oily skin in three shades—light, medium and dark. Vichy believe the moisturising tint is unique in the skin care field (Vichy (UK) Ltd, 1 Hay Hill, London W1X 7LF).

Roche announce a suntan breakthrough

New suntan preparations arising directly from research in dermatology to find a product useful in skin keratosis are being introduced by Roche.

During investigations using skin extracts it was found that guanine, a natural component of skin cells, was useful in preventing sunburn. Tests were continued and it was found that whilst guanine provided protection against "burn", a "normal" tan ensued after exposure.

Further research showed that the guanine when applied penetrated the skin layers and counteracted the biological process that caused sunburn. It is claimed to be the first natural compound which has this protective characteristic and being a normal constituent of skin cells it was safe, giving no problems from the allergy aspects. Its action appears to be protective allowing time for the development of pigment that yields the tan.

The guanine appears to be absorbed in horny layer of the skin.

Thus, unlike most sunburn preparations that protect by providing a layer of sun-screen which when exposed to the sun loses its protective capacity, guanine is relatively stable, is absorbed fairly quickly and continues to protect for some hours. During their investigations Roche found that the type of pharmaceutical vehicle had some effect on the results and much more work was done to ensure that the new preparations met their high standards of effectiveness.

The preparations now include in addition to guanine, *d*-panthenol and moisturisers.

As well as clinical tests and irritation and sensitization tests some 20,000 packs were distributed during an internal marketing study and tested under various conditions, seashore, mountains and permanent snowfields.

Roche have adopted Eversun as the trade mark and four preparations are available to deal with every type of skin and sun intensity. They are:— Eversun 2 lait (£0.75), for normal sun conditions and



for skin which tans readily or for skin which is moderately tanned; Eversun 3 creme (£0.65), for normal sun and untanned skin which readily tans. Eversun 5 lait (£0.95), designed for use in intensive sun conditions for sensitive untanned skin or for highly sensitive tanned skin; Eversun 7 creme (£0.80), claimed to offer the right protection in extreme sun conditions for highly sensitive skin or for less highly sensitive untanned skin.

For assistants a pocket card giving succinct information is available to help them advise customers the appropriate preparation. An advertising campaign in mass circulation magazines is planned to be seen by more than 12½ million readers.

Pharmacists are being offered special bonus terms on opening orders. Sole distribution for the UK is by Thos Christy & Co Ltd, North Lane, Aldershot, Hants.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eirean;

Askit: Sc

Aspro Effervescent: Ln

Brylcreem: Sc, G

Close-Up: B

Crest toothpaste: Y

Harmony shampoo: All areas

Head & Shoulders: So, B

Pears Lasting Care: Lc, Y, Sc, NE, A, U, B, G,

SR: All areas

Signal: All areas

Sunsilk hairspray: All areas

Tegrin: Y, NE

Wild Musk Florals: All areas



Equipment

Computer for the smaller company

Facit 6501, a disc-based computer system from Facit-Addo Ltd, Maidstone Road, Rochester, Kent, has been designed for use in any type of business, industry the smaller company, to cope with invoicing, accounting and payroll routines, inventory control over continually moving stock and to provide up-to-date management statistics quickly.

The system allows a number of work stations to make joint use of a central computer and disc memory housed in a small cabinet. Up to sixteen work stations can operate independently, each using entirely different routines to enter or extract information.

As the input-output modules are familiar office equipment—such as typewriter, keyboards and desks—no additional specially-trained staff need to be engaged to operate 6501.

The makers claim that installation of 6501 is "simple, quick and relatively inexpensive". Only a 13-amp mains supply is required, two-wire flex connect work stations to the computer and no special air-conditioning is needed for the central processor.

Facit-Addo is part of the Swedish complex, Electrolux, Saab-Scania.

Aerosol filling

Coster Aerosols Ltd, Bessemer Drive, Stevenage, Herts, have announced their latest range of aerosol filling machines. Among them is the Coster 885, a rotary unit to handle two cans at the same time. This high speed machine is equipped with two blowing heads for cleaning cans prior to filling; two metering heads with choice of crank or pressure systems; two purging heads, two crimping heads and four metering heads for the propellant gas. Other equipment can be added including automatic valve insertion units.

Nine other filling machines complete the range available in the UK. Supporting all Coster machines is a comprehensive range of special equipment catering for manufacturers' differing requirements.

Ultrasonic disintegrator

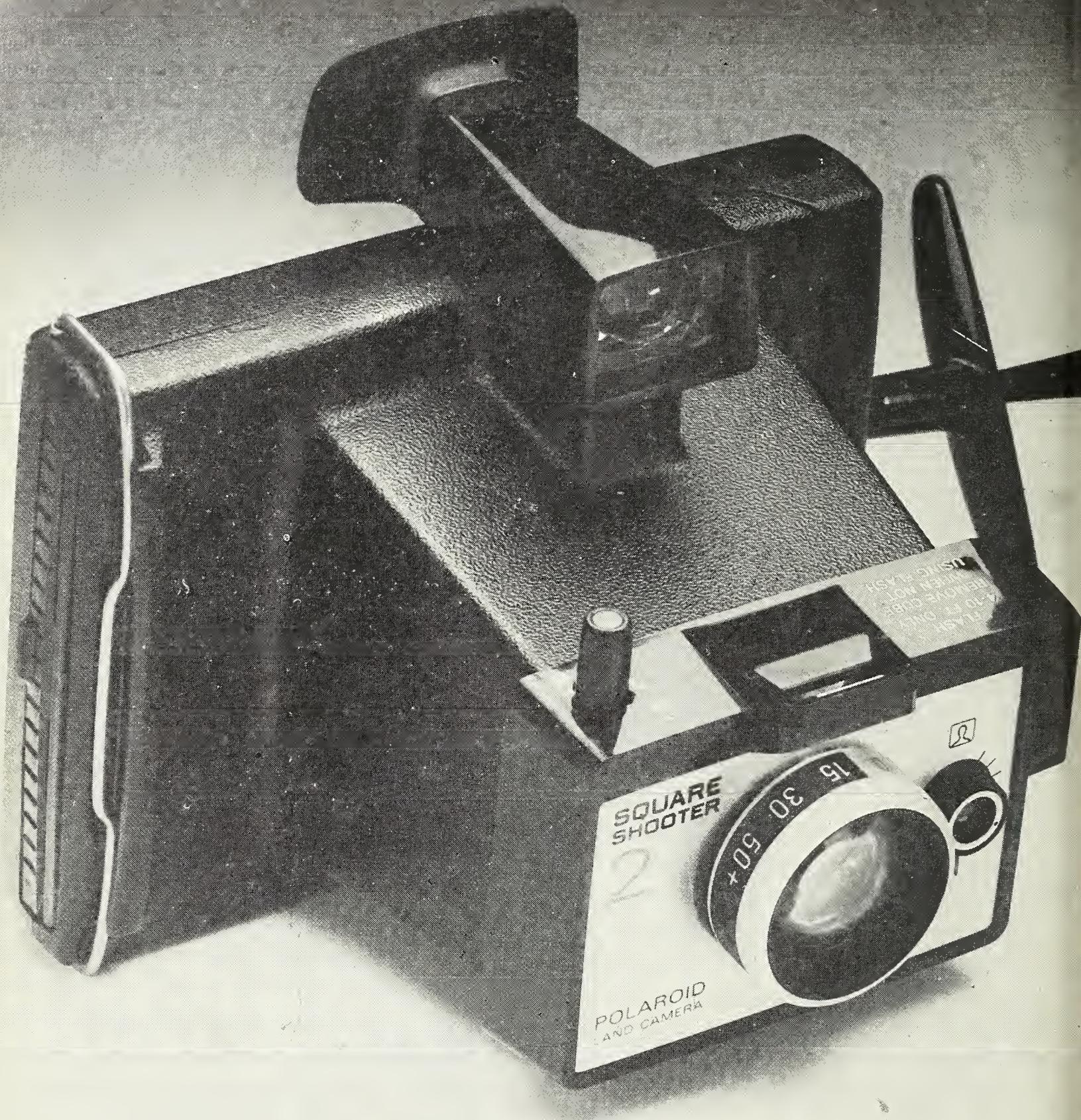
A new addition to the Rapidis range of ultrasonic disintegrators is the Rapidis 1200 pilot plant and small batch production disintegrator.

Ultrasonics Ltd, Otley Road, Shipley, Yorks BD18 2BN, offer the new machine in two parts—the generator and disintegrator head which can be easily detached from its base for autoclaving or it can be steam sterilised in situ.

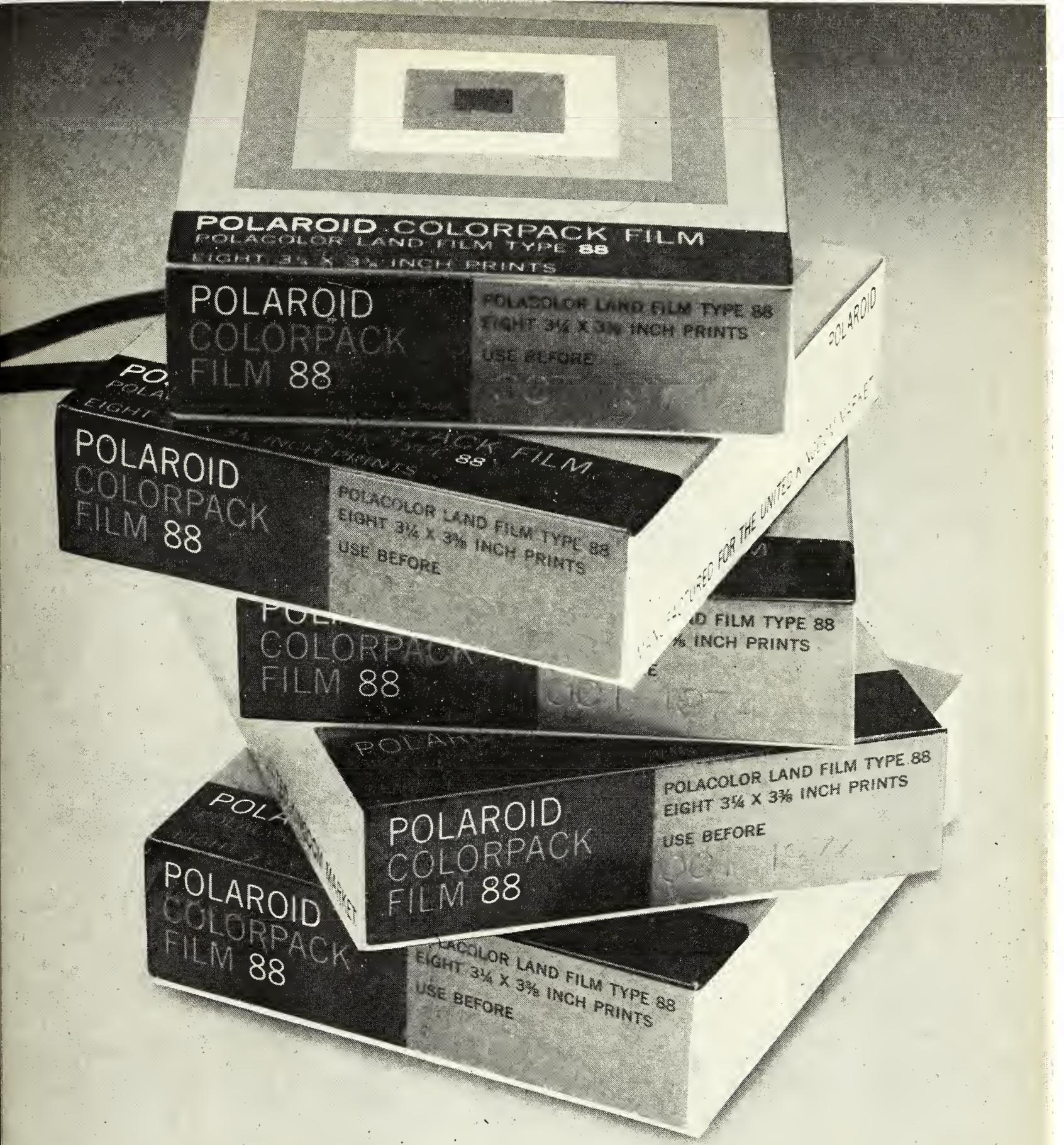
The disintegrator can be sound-insulated and a number of disintegrator heads can be run in series or in parallel using a single generator.

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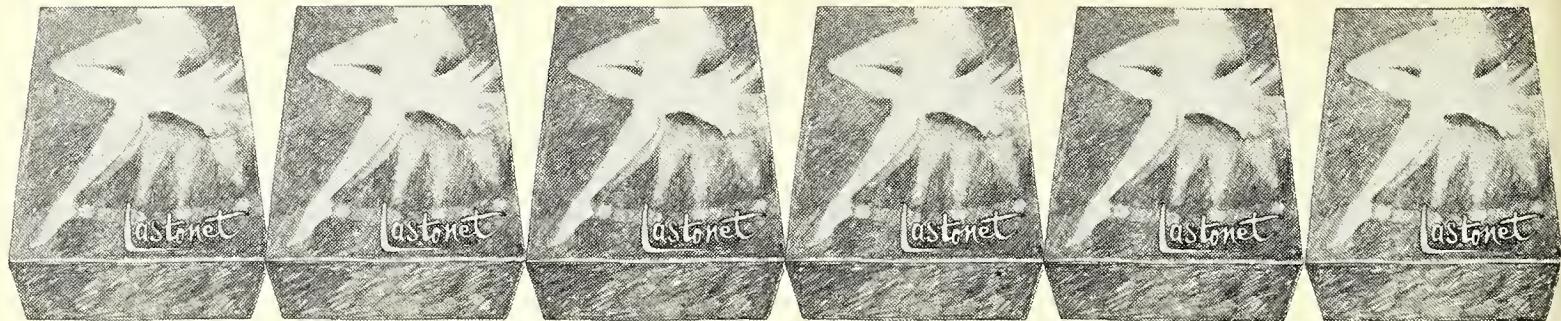
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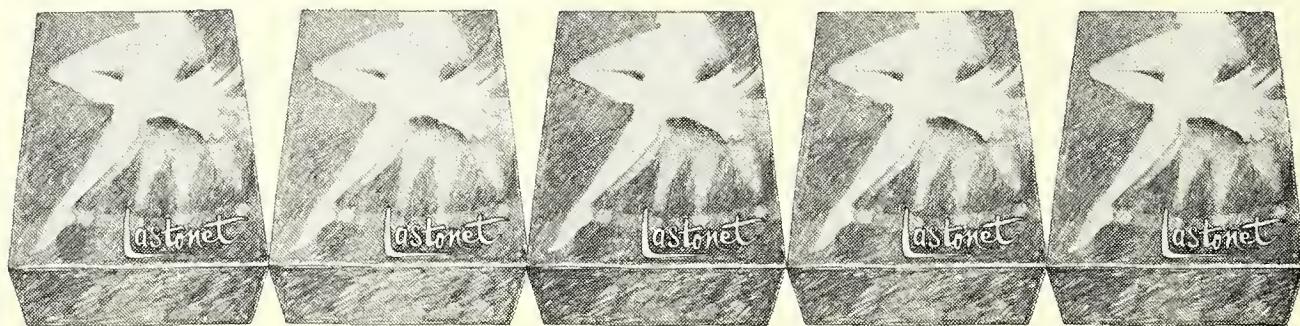
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Lastofine Stockings.
Lightweight elastic yarn.

Spanflex Support Stockings.
Very lightweight Lycra/nylon mixture.

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Foundation Stockings
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New drug transport and delivery systems

by P. F. D'Arcy, BPharm, PhD, FPS, FRIC, MPSNI, Professor of Pharmacy, The Queen's University of Belfast

The introduction of more potent and selective medicines has necessitated the invention of new drug transport and delivery systems. A new and potent medicine is of little value without an effective transport system to deliver it to the target tissues where it will exert its effect, an effect that should be even, preferably prolonged and with no or low side-effects.

There are three basic ways of achieving even, prolonged action with minimum side-effects. Firstly, chemically by changing the basic molecular structure of the drug to produce a compound with more prolonged action. Secondly, physiologically by slowing down the elimination of the drug in the body and thirdly, pharmaceutically by the use of sustained-release formulations or devices to introduce the drug directly to its target tissue.

When a drug is carried in the blood, some may be in an inactive form. The albumin fraction of plasma protein can bind many drugs, so that only the unbound (diffusible) portion remains free to enter the tissues and exert its effect. The bound fraction of the drug is not immediately available for tissue entry as it is only slowly released from its protein carrier.

This drug-protein binding prolongs the drug's actions especially when such binding is relatively strong. Protein-bound molecules behave in much the same way as normal plasma proteins and the bound drug does not escape from normal capillaries, nor is it eliminated by the kidneys.

Increased protein binding

A chemical modification of the sulphonamide moiety to increase plasma protein binding properties is the basis for the prolonged action of some of the newer sulphonamides (see table). Although the effective concentration of sulphonamide at any time is represented only by the un-conjugated fraction it must not be supposed that the protein bound fraction has no antibacterial action for if so, strongly bound compounds like sulphamethoxypyridazine would produce little therapeutic effect. The bound form is in equilibrium with free drug in the plasma and as the free form is used more drug is released from binding sites.

The main metabolite of most sulphonamides is a sparingly soluble acetylated derivative. With the earlier sulphonamides crystallisation of acetylated sulphonamide could occur in the kidney tubules producing pain, haematuria and occasionally

anuria. The rate of acetylation is proportional to the concentration of free sulphonamide in the plasma. Strongly protein-bound sulphonamides are slowly acetylated leading to reduced risk of crystalluria.

Not all compounds can be chemically modified to be strongly bound to protein. Even if they are, other drugs administered concomitantly may compete successfully for the same binding sites and provoke the less strongly bound drug into high concentration in the plasma, a common mechanism for drug-drug interactions. In some diseases, notably hepatic dysfunctions, plasma protein may be deficient or abnormal and the binding of drug to plasma is reduced. More of the drug is free to enter the tissues, the duration of effect is reduced and the relatively high plasma concentration may be toxic.

Beneficial interactions

A great deal has been published about the dangers of drug interactions but some can be beneficial to the patient and improve the quality of specific drug treatment.

Probenecid slows down the renal excretion of penicillin. A combination of benzylpenicillin with probenecid was popular when increased duration of action of penicillin was a new objective in penicillin therapy.

More recently¹ probenecid inhibition of the renal excretion of the cephalosporins, cephalexin and cephaloridine, has been used to increase the biliary excretion of these antibiotics so raising their concentration in the biliary tract and improving their efficacy in cholecystitis.

Kenwright and Levi² suggested that a combination of probenecid with rifampicin might reduce rifampicin requirements in the treatment of tuberculosis. They reported studies in rats showing that probenecid significantly depressed the hepatic uptake of rifampicin.

Subsequent studies in six healthy volunteers given oral rifampicin with or without

probenecid showed that with probenecid the mean peak serum-rifampicin concentration was 86 per cent higher. The authors commented that their studies might have considerable therapeutic implications because the use of rifampicin was often limited by its expense.

A recent example of physiological modification of drug action is the discovery that a decarboxylase-inhibitor combined with levodopa offers a new approach to the treatment of Parkinson's disease.

The discovery of the abnormally low concentration of dopamine in the basal ganglia of patients with Parkinson's disease marked the beginning of a new era of treatment. Dopamine was of no value in treatment as it did not cross the blood-brain barrier. Levodopa, the immediate precursor, was found to cross the blood-brain barrier and raise cerebral dopamine levels.

Levodopa, however, is also rapidly metabolised under the influence of a decarboxylase enzyme to dopamine in extracerebral tissues notably gut, liver and blood vessel walls. Dopamine formed at these extracerebral sites does not get to the brain because it will not penetrate the blood-brain barrier. A high level of levodopa dosage is usually necessary to compensate for this wastage. In addition, levodopa and its metabolites exhibit many peripheral side-effects which increase with increased dosage.

Selective blockade

Research was directed towards a compound that would selectively block extracerebral levodopa metabolism to dopamine but not affect the cerebral conversion of levodopa to dopamine. The compound should be devoid of other pharmacological effects and unable to pass through the blood-brain barrier. Carbidopa (alpha methyldopa hydrazine) was found to be such a compound.

It has been shown³⁻⁸, that, using a com-

Continued on p 262

Sulphonamide	Approximate per cent bound to plasma albumin	DOSAGE INTERVAL
Sulphanilamide	12-20	4-hourly
Sulphapyridine (M&B 693)	10-45	4-8 hourly
Sulphafurazole (Gantrisin)	25	4-8 hourly
Sulphadiazine	55	4-8 hourly
Sulphathiazole (Thiazamide)	55	4-8 hourly
Sulphamethoxazole (Gantanol)	60	12 hourly
Sulphamerazine	60-80	8-hourly
Sulphadimidine (Sulphamezathine)	60-80	4-8 hourly
Sulfametopyrazine (Kelfizine)	65-80	daily or weekly
Sulphaphenazole (Orisulf)	80	12-hourly
Sulphamethoxydiazine (Durename)	80	daily
Sulphamethoxypyridazine (Lederkyn, Midicel)	85	daily
Sulfadoxine (Fanasil)	90-95	weekly
Sulphadimethoxine (Madribon)	95	daily

Continued from p 261

bination of levodopa and carbidopa, levodopa dosage could be reduced to about 25 per cent. Nausea and vomiting were less frequent and cardiac arrhythmias were avoided. Improved clinical response occurred in some cases although this could be accompanied by more abnormal involuntary movements.

Clinical results⁹ obtained with a combination of levodopa plus Ro4-4602 (Madopar) another decarboxylase inhibitor used in Canada and on the Continent, seem to be similar.

Prolonged release

Many drugs are formulated as prolonged-release tablets or capsules. There are a few sustained-release liquid formulations (eg Pholtex) that, possibly, are the forerunners of further advances in liquid dosage forms. All methods of achieving this prolonged release are based on protection of the active principle by some absorption-delaying compound. With solid dosage forms the absorption-delaying coat or core may be fats or waxes which slowly dissolve freeing the active agent for absorption. Alternatively the drug may be enclosed by non-digestible substances so it only diffuses outwards slowly. In other formulations, the medicament and protective substance may form a complex that is only slowly absorbed from the intestine.

There are not many drugs for which the use of sustained-action formulations represents a definite advantage, but such a preparation can provide a more even and a somewhat more prolonged action.

The prolongation of action cannot extend beyond the time it takes for the preparation to pass through those parts of the gastrointestinal tract in which drug absorption takes place. This time varies widely and the duration of action is probably 5-7 hours.

When the preparation is in the absorbing regions of the gut, the active medicament should be released at a suitable rate, first as an initial dose large enough to produce a therapeutic effect and then as a constant amount per unit time to compensate for the elimination of the drug. For the preparation to function satisfactorily the *in vitro* release rate should be fairly independent of physiological conditions such as intestinal pH and peristalsis.

Many sustained-release formulations have been successful in reducing side-effects related to the unwanted "peaking" of drug concentrations in the plasma or where the drug would have to be taken during the night or in working hours. Patients are often self-conscious about their illness and their convenience should not be minimised in the design of new drug-transport systems.

Most asthmatics now receive bronchodilators from a metered dose aerosol. Some patients have difficulty in co-ordinating the manual actuation of the inhaler with the correct phase of their inhalation, resulting in the need for repeated doses to achieve the desired effect.

Autohaler¹⁰, developed by Riker Laboratories, is breath-actuated by negative pressure created during the inhalation and responds to shallow inspiration.

Autohaler was examined by Cohen and McIlreath¹¹ in 20 patients who had diffi-

culty in co-ordinating release of medication from inhalers with the beginning of inspiration. Measurements of specific airway resistance were made in a trial using a standard dose of bronchodilator administered by either the conventional finger-operated pressurised inhaler, Medihaler, or the breath-actuated Autohaler. The degree of relief achieved by Autohaler was significantly greater ($p < 0.001$) than that achieved by Medihaler.

The potent sympathomimetic bronchodilators may have been much less valuable in therapy today without concurrent advances in the design of inhalers to administer them. Perhaps the next step in this research is to investigate inhalation as a means of administering drugs other than bronchodilators. Administration of drugs by inhalation is a transport system that has not yet reached its full potential.

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Doctors reporting too few adverse reactions

Doctors are reporting too low a proportion of adverse drug reactions to the Medicines Commission, according to Dr J. P. Griffin, senior medical officer, Department of Health.

Giving the second NI postgraduate lecture, Dr Griffin said the fraction reported "just constitutes the tip of the iceberg." The true incidence of even major reactions was as yet not well documented.

The reasons for such under-reporting could include doctors' uncertainty as to what or how to report, or that they may be under the misapprehension that they must be certain that the particular drug had been responsible for the reaction, before reporting it. Suspicions of an adverse reaction should be reported — "the degree of suspicion aroused by a single report may be small, but a collective assessment of a number of similar cases may greatly strengthen the suspicion and lead to the identification of a new hazard", Dr Griffin added.

Why hypnotics are "self-perpetuating"

Reliance on hypnotics to induce sleep is more than a psychological dependence—it is a response to changes in the brain and sleep patterns brought about by the use of the hypnotic. That was shown at last week's evening meeting of the Pharmaceutical Society and London Branch of the Guild of Hospital Pharmacists, when Dr I. Oswald presented the results of recent research into sleep carried out in the department of psychiatry, Royal Edinburgh Hospital.

Dr Oswald began by characterising the two main categories of sleep which alternate during the night — paradoxical or rapid eye movement (REM) sleep and orthodox or non-REM sleep—and their typical EEC traces. He then showed the kind of traces which follow the taking of drugs, illustrating that after a single overdose of some drugs recovery of the normal patterns can take up to two months. Many drugs reduced the amount of REM sleep when taken over a period, but when they were stopped there was a "rebound" above the normal level.

The explanation was that the brain functions changed in opposition to the effects of the drug: stopping it caused the rebound and the re-establishment of completely normal patterns had to await regeneration of the brain cells. It was a good example of "tolerance".

Subjective responses could also be measured and volunteers were found to experience more vivid and bizarre dreams on the night that a placebo was substituted for a drug (corresponding with a "rebound" trace); they also felt more anxiety when awake. Blood sampling via a cannula during sleep showed that plasma cortisol followed the same depression and rebound pattern when benzodiazepine was admini-

stered over a period then stopped. This indicated a "stress" situation. "Put all this together and you have nightmares," said Dr Oswald, "exactly what you get after stopping an antianxiety drug or sleeping pills."

The usual answer was to "go on taking the pills" and the problem was reinforced by the fact that when taking amylobarbitone, for example, the patient's sleep was more restless in the later part of the night. The drug was thus self-perpetuating because the patient waking up restless was convinced of the need for the pill, rather than seeing it as the cause of the restlessness. Dr Oswald said that one of the common causes of broken sleep was caffeine.

On the chemical control of sleep, he said that many theories involved brain amines. He had found that if the α -adrenergic blocking agent, thymoxamine, was given early in the night, REM sleep was increased.

Why do we sleep? Dr Oswald said that most was known as non-REM sleep which was clearly linked with synthesis. Three hormones—growth, prolactin and luteinising—were released in large quantities during sleep, and the mitotic index of the skin was greatest during the night. There was more non-REM sleep following exercise during the day or after fasting, and sleep could be linked with nutrition. Referring to work on Horlicks and Ovaltine, Dr Oswald said that in older people sleep was less broken in the later part of the night if food reserves had been built up.

During question time, the speaker said that people did not need perpetual hypnotics to induce sleep—but if the brain was flooded by a powerful chemical it lost the control afforded by "biological rhythm", the chief influence in sleep induction.



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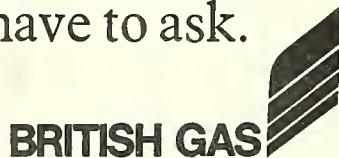
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Statutory Committee

removes four names

The names of four pharmacists were ordered to be removed from the register during three days of Statutory Committee hearings in London last week.

Mr Harvey Edward Liberman, South Norwood, who has shops in Walworth and Stockwell, appeared before the Committee having been convicted of stealing a large quantity of pharmaceutical goods and drugs from St Mary's Hospital, Plaistow, between October 1971 and July 1972, while employed there as locum chief pharmacist. He also admitted a conviction for stealing about £24 from the till of a shop where he was employed as a locum.

Detective Sergeant Ian Byne told the Committee that the value of the goods stolen from the hospital was in excess of £3,000. It was all recovered from the loft and garage at Mr Liberman's home and Mr Liberman had told him that he had taken the goods to quip his own business.

Mr Liberman disputed the quantity and cost involved; he told the Committee he had taken the goods "because it was much too easy". At the time his financial assets were reducing drastically and he was pressed for money.

Sir Gordon Willmer, the Committee chairman, told Mr Liberman that he had been guilty of offences of grave dishonesty. "There is no room in a professional organisation such as this Society for anyone who is guilty of such offences," he said.

Mr Alan Rapaport, Baguley, Cheshire,

was told by Sir Gordon: "When you make a full recovery you will be free to seek re-registration. We cannot take the risk of leaving you on the register at present." He had appeared before the Committee in November 1973 following a conviction for stealing £600 takings from his employers. The Committee postponed judgment.

On Thursday last, it was said that Mr Rapaport made a subsequent court appearance in January when he pleaded guilty to stealing drugs from the same firm of chemists. This theft took place before the theft of the £600 but did not come to light until later. For the drugs theft he was placed on probation for three years with a condition that he should avail himself of medical treatment for one year at Springfield Hospital, Manchester. He had repaid the money.

Police said he got rid of the drugs he stole in the daily shop salvage. Mr Rapaport said he got into debt when he had his own business. "I just got the idea into my head that attempting to sell drugs was a way of making money. I had not considered how or where, or to whom, I was going to sell them." It was an illogical idea which he discarded in favour of stealing the money.

Mr Rapaport said in his present state of health he was not fit to practise as a pharmacist. "I would not attempt to practise until fully fit."

Each of the pharmacists ordered to be struck off has three months in which to appeal.

extorted about £3,800 as "hush money".

Mr Peers told a story entirely consistent with his complete innocence. His case was that he had no more than recovered from Mr Moore precisely what he was owed. He had not passed the matter on immediately to the police, but may have been satisfied with taking the money he was owed.

Dealing with the fourth allegation against Mr Peers, Mr Smith said that it resulted from the conviction of a wholesalers' representative at Cambridge Crown Court in October on 16 charges of the theft of pharmaceutical products from his employers. Two of the charges concerned sales to Mr Peers. The representative had accumulated samples and instead of returning them to his employers he sold them on his own account to Mr Peers and to various doctors in Norfolk. The sales were discovered in March last year by the Society's inspector. Mr Peers had openly kept the invoices issued by the representative.

Said Mr Smith: "What is said is that Mr Peers bought stolen goods. The Society says he should have known that representatives do not carry full packs except on very rare occasions. He should have been very surprised by a sale in the name of a representative." With the exception of one pack the price he paid was the same as if he had bought the goods from the representative's employers.

Pressurised

Mr Moore said that Mr Peers pressurised him to work as a locum in ICI time. "I thought that stealing these goods was one way of getting release from this difficult position," he added. Sir Gordon Willmer asked: "Do you think you are a fit person as an acknowledged thief to belong to a learned Society and practise as a pharmacist?"

"Yes" said Mr Moore. If he was allowed to remain on the register he would like to return to pharmacy. He was now a product manager in an engineering company. He said he had not stolen until he was put "in this difficult position". At the time morally he thought it was a way of equating the situation.

Mr R. Macbeth, a pharmacist with premises in High Street, Cottenham, told the Committee that he bought £100 worth of pharmaceutical products from Mr Moore over 14 months. He was not suspicious about the transactions until he had a conversation with Mr Peers. Mr Peers said that when Mr Moore was asked if he was responsible for the whole of his stock deficit of £4,000, he said he did not think he had stolen that much. "I asked him to make full restitution and he agreed," said Mr Peers. "I telephoned my solicitor and was advised that I had every legal right to it."

His solicitor pointed out that it was his duty as a citizen to report the thefts but he was under no legal obligation to do so. He delayed telling anyone in authority of his discovery that Mr Moore had been stealing because he wanted a complete set of accounts for the whole period of Mr Moore's employment by him in case the locum disputed the offences. He was also loathe to get Mr Macbeth into trouble.

'Hush money' extorted from locum"

A pharmacist extorted "hush money" from his locum after he had caught him out in the theft of £1,700 worth of pharmaceutical products, it was alleged at Friday's hearing. The Committee subsequently ordered that the names of the pharmacist, Mr John Peers, Melton House, Townsend, Soham, Cambs, and the locum, Mr Dennis Moore, Gilbert Road, Cambridge, be removed from the register.

Mr Moore was given a suspended sentence of 12 months imprisonment at Cambridge Crown Court in June 1973 after being convicted of stealing from Mr Peers' shop in Pratt Street, Soham. Mr Peers faced charges by the Society that: although aware of Mr Moore's conduct he failed to report it to the police, that he accepted money from Mr Moore as a condition of not informing the police and that he was aware of the impropriety of his conduct because he had told another pharmacist not to mention what he had done. It was separately alleged that he bought proprietary drugs in circumstances that should have put him "on inquiry".

Mr Peers' counsel, Mr Nicholas Lyell,

said: "Our submission will be that he is innocent of any charge. It is accepted that he took back what he knew was owed in November and did not report the matter until February." Mr Colin Smith, presenting the evidence said that Mr Moore had been employed full time by ICI as a representative since 1968. He became friendly with Mr Peers and they arranged that he should take a part-time locum job with him. But he began to steal quantities of goods from Mr Peers' dispensary when Mr Peers was not there, selling them "dressed up" as full packs to another pharmacist at 60 per cent of their wholesale value. The thefts came to light when one of the Society's inspectors made a routine visit to Mr Peers' shop, and Mr Peers told him that Mr Moore had been stealing from him.

Mr Peers claimed that £4,000 worth of goods had been stolen, but when Mr Moore was interviewed by the police he maintained that he had only taken £1,700 worth, and had received about £950 from the other chemist. Mr Moore had told the police that Mr Peers had set a trap for him. He had caught him out and then

Continued on p 268

Names removed from register

Continued from p 267

Mr Macbeth had been "greedy and naive" but he did not consider him to be a criminal.

Another reason for delaying the discovery was that he had been recompensed by Mr Moore and was loath to get himself involved in legal proceedings.

The Committee ordered that the names of both Mr Peers and Mr Moore be removed from the register. Sir Gordon said of Mr Peers: "Such a man is a danger as long as he remains a member of the profession. But it seems to me a very hard measure especially as much of the evidence against him came from Mr Moore, a hopelessly discredited witness." He said that instead of being content like any other citizen to bring his claim in a court, Mr Peers chose to take the law into his own hands and exacted from Mr Moore "the full pound of flesh" to which he thought he was entitled.

Sir Gordon said Mr Peers was obviously a very shrewd businessman and a dominant personality who was very full of ideas about what his own rights were. He added: "We are left with the clearest possible impression that this dominating personality used his more powerful position to subdue Mr Moore and exact from

him the sum he said was due." Mr Peers succeeded in getting Mr Moore to write a complete confession to having stolen goods worth £3,781.

Said Sir Gordon: "Having seen the two men, we find it impossible to resist drawing the inference that this confession and extortion was brought about by improper threats. I suppose in colloquial language the appropriate word to use is that it was a species of blackmail."

Sir Gordon said that it seemed to him that the truth of what really happened was that Mr Peers knew perfectly well that his duty was to go to the police and he only refrained from doing so because he got the money without it. If he did not owe it to the police, as part of his civic duty, to report a crime of this magnitude he certainly owed a duty to the Society to report such a large scale theft of therapeutic goods.

Of Mr Moore Sir Gordon said: "I am bound to say that he gave us the impression of a man with very few moral standards who had been living a life of dishonesty for a long time."

Sir Gordon dismissed the accusation that Mr Peers was aware of the impropriety of his conduct because he had told another pharmacist not to mention what he had done. They had not really heard any evidence in support of this charge, he said.

Sir Gordon said that the fourth charge that Mr Peers had bought proprietary drugs in circumstances that should have put him "on inquiry" had been adequately proved. He reminded both men that they had the right of appeal and the right to apply for re-registration "in due course".

The pharmacists have three months in which to appeal.

Doctor's telephone was call box

A superintendent pharmacist who dispensed a forged prescription was reprimanded by the Committee. Mr Navinchandra Patel, of Lewisham, said he now realised he should have checked the prescription, but the man who presented it was well dressed and did not arouse his suspicion.

Mr G. Norris, a Society inspector, said that on a routine visit to Mr Patel's shop in Clifton Rise, Deptford, he noticed a private prescription for 80 Ritalin tablets supposed to have been signed by a Dr Ross. The doctor's address was poorly printed and although the telephone number was local the address was six miles away. When he telephoned the number a woman answered, saying she was in a telephone box in Clifton Rise. The number was that of one of the two telephone boxes outside Mr Patel's own shop.

He added that Ritalin was an amphetamine type drug, obtainable on the black market by addicts. The prescription had been recorded properly, and Mr. Patel thought it was genuine.

Mr Patel told the Committee that he had not looked at the top of the prescription but had concentrated on the writing which was like a doctor's normal writing. He kept the prescription in the usual way and entered it in his prescription book. He checked but could not find Dr Ross's name on the list of prescriptions stolen from doctors. Ritalin

was not listed as a controlled drug at the time.

Sir Gordon Willmer said that Mr Patel had "sinned but in ignorance". He told him: "But we are bound to take a serious view of this unprofessional conduct." The incident occurred shortly after pharmacists had received a warning letter from the president of the Society about forged prescriptions. "You could without very much difficulty have satisfied yourself that this was a forged prescription."

A pharmacist who allowed a full-page advertisement in a local newspaper about the move of his business to new premises was reprimanded by the Committee. Mr Kenneth Reed, a director and superintendent of Kenneth E. Reed Ltd, Basingstoke, admitted that he had offended against the Society's code of conduct on advertising. "He failed to apply the acid test of saying to the newspaper, 'I must see whatever is going in first or there will be no advertisement'", said his solicitor, Mr G. Towell.

Mr Josselyn Hill, presenting the evidence to the Committee, said the advertisement about the move appeared in the *Basingstoke Gazette* on May 4, 1973. There were a number of advertisements on the page all congratulatory to Mr Reed and the basic implication of the editorial copy was that his pharmacy was superior to others.

Mr Towell said Mr Reed discussed an

announcement of his move with the editor of the paper, a personal friend. The possibility of a full-page advertisement was suggested but Mr Reed said he was not allowed to do that and the matter was dropped. Later the paper's advertisement department suggested putting together a series of advertisements from firms with whom he did business and he did not think this would amount to a breach of the rules. Mr Reed gave an interview to a reporter but did not realise it was to be printed in juxtaposition to the advertisement material. "When he saw the advertisement in the paper he was astonished and dismayed to find at the top of it the words 'Advertiser announcement'. All the advertisements were obtained by the newspaper and paid for by the advertisers." Mr Towell said that but for personal difficulties Mr Reed was experiencing at the time he would have challenged the advertisement.

Sir Gordon Willmer said the case was a little less onerous because Mr Reed recognised that the advertisement went too far and was objectionable. Nobody would contend that the advertisement could be described as particularly discreet.

The Committee also reprimanded a pharmacist said to have yielded to a widow's pleas for a private supply of sleeping tablets. Mr Arthur Bailey, in business in Leicester for 24 years, acted from a misplaced sense of friendship and loyalty; the widow was the wife of an old friend who had helped him when he was in financial difficulties, said his counsel, Mr Hugh Mare.

The friendship of the two men had lasted for 20 years. After her husband's death three years ago his widow moved from Leicester and then in the summer of 1972 she began hinting in letters about the possibility of Mr Bailey sending her a supply of sleeping tablets. At first Mr Bailey ignored her hint but her pleas increased. That summer he sent her some codeine and Panadeine tablets hoping to fob her off.

But the widow wrote again recalling her husband's promise that she could turn to Mr Bailey if ever she needed help. Said Mr Mare: "It was in response to that plea that he first sent her some small quantities of Tuinal and Mogadon, tablets she specifically mentioned."

He sent her another packet in the autumn of that year. The third and last packet was sent off in February 1973. The final packet arrived after the widow's death from a overdose of disinfectant—"Her death had no connection with her illegal supply of tablets", said Mr Mare.

Mr R. Chatterton, a Society inspector, said that police investigating the widow's suicide found a letter from Mr Bailey saying that package was in the post. Mr Bailey was later fined a total of £100 after pleading guilty to contravening the Pharmacy and Poisons Act.

'Product sold to addict'

Fresh allegations about his professional conduct were made against Mr Mendle Loftus Shirley, Southampton, when he appeared before the Committee. He was alleged to have bought large quantities of Collie Browne's Compound and to have sold ten bottles at a time to a known addict. It was also alleged that he continued to buy more and to re-sell it despite a warning from a inspector.

In February 1973 the Committee adjourned for 12 months their decision concerning

Concluded on p 26

Letters

Pharmacy must not be gift to the Ministry'

Mr Blum has clearly set out his support for the nationalisation of the pharmaceutical industry, and it behoves us all to examine his letter very carefully indeed. His arguments hinge on two main points, namely that the industry has used its position to make excessive profits, and that these profits arise significantly from the marketing of unnecessary or even ineffective drugs.

Whatever may be the appropriate profit level for the industry is finally only a matter of opinion, and I find it hard to see why the omniscient medical profession could escape from the charge of irresponsible and gross overprescribing. If the drugs are that useless, why prescribe them?

But let us concede for the sake of the argument that there may be some grain of truth in the assertions. Mr Blum's solution is a state takeover of retail pharmacy. What a strange irony that a man so recently attacked the professional leadership for failing to stand up to the Ministry, should now find it reasonable to present the profession to the Ministry as a gift.

I have worked within that Ministry, and was criticised at the time for doing it, it is with the benefit of experience that I urge Mr Blum to ponder if he may be mistaken, for if we were to allow the Department of Health the control over pharmacy he suggests, pharmacy as a profession would cease to exist. No Government Department can possibly know the mind of a profession, and what they do not understand they destroy. From the continued advance of the dispensing contractor, to the wording of the Drug Tariff we find the evidence that the Ministry will only treat us as a supply service.

Our decision

Pharmacy belongs to us, and to us alone, and our greatest privilege is to decide ourselves how best the public can be served and protected. No Ministry can teach us anything at all, in the discharge of this duty.

To keep the Department out of our affairs we need unity, and a willingness to fight. But the unity we need is not at the grass roots of individual pharmacists, but unity of leadership at the top.

I despise the Ethical Committee for their willingness to indulge in a public squalid fight with the NPU, but I have the freedom to vote them into oblivion. From the pompous "professional gooders", to the patrician and respectable Max Gordon, we all have our place in our profession.

I am convinced that the Contractors Committee could have achieved better things for us, but can we in all conscience say that we have supported them, and

have they been too proud to admit that they needed our support?

To suggest that nationalisation of retail pharmacy would achieve "a satisfying role in the NHS and a far better career value" is sheer humbug and should be exposed as such.

It is a tragedy that our leadership should have so little appreciation of the privilege of their stewardship and faith in the commonsense of their members, that this rubbish is allowed to go unchallenged.

M. Millward
Enfield, Middlesex

'Soyer' identified

Your correspondent, Xrayser, refers March 2, to having found three recipes cut from the correspondence columns of a newspaper published in February, 1847, the letters in question coming from the Reform Club and being from someone who 'signs himself A. Soyer'.

This is clearly Alexis Benoit Soyer, the most famous chef of his time, who was at the Reform in that capacity from 1837 to 1850. He was the model for a character in Thackeray's "Pendennis", he advised the Irish government during the great famine, he did excellent work in the Crimea, completely reorganised hospital diets and indeed the military dietary generally, and introducing the cooking wagon. He also wrote a number of books, and invented various cooking devices.

Perhaps Xrayser knows who his "A. Soyer" was, and what he did; but if so, he gave no hint of the fact in his note. Soyer was a quite important man, and rightly so.

Dr S. Bradshaw
How Caple, Hereford

Statutory Committee

Continued from p 268

Mr Loftus' offence of allowing an unqualified assistant to sell a tube of Betnovate cream in his absence and without a prescription.

Mr Eugene Hunt, a Society inspector, told the Committee that the sales came to light as the result of the arrest of a chlorodyne addict for cheque offences. Mr Loftus had admitted selling the preparation to a man he knew had been an addict for ten years. But he denied selling any to him since his earlier appearance before the Committee. Mr Loftus was emphatic that he had not broken the law and had done nothing wrong.

The inspector said that while it was not an offence to sell the product it was well known by pharmacists that they should be on their guard against selling it to addicts. It was a rule of professional conduct that a pharmacist should not supply any substance which he knew or had reason to believe was intended to be used in a manner which would be detrimental to health.

As a result of his inquiries of wholesale chemists in Southampton Mr Hunt said he found that one of them had supplied Mr Loftus with 864 large bottles in seven weeks during March and April 1973.

As the case could not be completed in a day the hearing was adjourned provisionally until May 6.

A manager who sold restricted medicines without prescription while in charge of a

pharmacy at Crowthorne, Berks, was reprimanded by the Committee. Mr Morgan Llewelyn Morgan, Perranporth, was told by the chairman that his offences could only be classed as serious in the case of an experienced pharmacist, although none of the medicines could be classified as dangerous or particularly addictive. Mr Morgan admitted sales on 17 occasions and told the Committee that, if he knew customers well, he supplied them on condition that they presented a prescription within 24 hours.

The committee decided to take no further action in three other inquiries postponed from previous hearings.

Coming events

Monday, March 11

East Metropolitan Branch, Pharmaceutical Society, Wanstead Library, Spratt Hall Road, London E11, at 8 pm. Mr T. P. Astill on "Some legal pitfalls of running a pharmacy".

Royal Society of Health, Pharmaceutical Subjects Group, Caxton Hall, at 7.30 pm. Mr J. Ferguson on "The new National Health Service".

Southampton Branch, Pharmaceutical Society, room 51, south block, Postgraduate centre, Southampton General Hospital. Supper meeting. Guest speaker Dr L. F. Lowenstein.

Tuesday, March 12

Doncaster Branch, Pharmaceutical Society, Doncaster Royal Infirmary, at 8 pm. Mr J. R. Dale on "New and proposed new legislation".

Galen Group, Pharmaceutical Society, Friends' Meeting House, Park Lane, Croydon, at 8 pm. General meeting.

Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. Ladies' night.

Stirling and Central Scottish Branch, Pharmaceutical Society, Golden Lion Hotel, Stirling, at 8 pm. General meeting.

Wednesday, March 13

Liverpool Branch, Pharmaceutical Society, James Parsons Hall, Liverpool Polytechnic, Liverpool 3, at 7.15 pm. Celebration party.

National Association of Women Pharmacists, Thornaby Pavilion, at 7.45 pm. Mr A. Firth on "Drug interactions".

Northumbrian Branch, Pharmaceutical Society, Civic Centre, Newcastle. Annual dinner and dance.

Nottingham Branch, Pharmaceutical Society, Postgraduate medical centre, City Hospital, Nottingham, at 8 pm. Mr G. T. M. David on "NHS—the present position". Joint meeting with NPU.

Scottish Department, Pharmaceutical Society, Society's House, York Place, Edinburgh, at 7.45 pm. Dr A. T. Florence on "The pharmaceutical uses of polymers".

Thames Valley Branch, Pharmaceutical Society, Worcester Park Hotel, Worcester Park, at 6.45 pm. Annual dinner dance.

West Metropolitan Branch, Pharmaceutical Society, Great Western Hotel, Paddington Station, London W2, at 7 pm. Mr S. Rose-Neil (chairman of the Acupuncture Association) on "Acupuncture".

Thursday, March 14

Finchley Branch, Pharmaceutical Society, Selborne Hall, Ye Olde Cherry Tree, The Green, Southgate, at 7.30 pm. Annual dinner and dance.

Hastings Branch, Pharmaceutical Society, Postgraduate medical centre, Holmedale Gardens, Hastings, at 8 pm. Mr R. G. Worby on "Community pharmacy and the NHS could either stand alone?".

Harrogate Branch, Pharmaceutical Society, Cairn Hotel, at 8 pm. Professor J. Crossland on "Lessons of history".

Swindon Branch, Pharmaceutical Society, Blunsdon House Hotel, Blunsdon, at 8 pm. General meeting.

Friday, March 15

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Mr A. Shaw on "Nationalisation and other important issues".

Fife Branch, Pharmaceutical Society, Station Hotel, Kirkaldy, at 8 pm. Informal dance.

Company News

Albright & Wilson's expansion programme

The Bush Boake Allen division of Albright & Wilson Ltd is investing £382,000 in extending its manufacturing plant for fine perfumery chemicals at Dans Road, Widnes. The new extension will further increase the capacity for hydroxycitronellal. The project is due for completion and commissioning before the end of the year.

This is the second extension to the plant within the past twelve months to meet the ever-increasing demand for fragrance raw materials and forms a part of a considered expansion programme to maintain BBA's significant share of the world market for their products.

A & W's industrial chemicals division, also at Widnes, is also expanding. More than £1.3m is to be spent in a continuing programme of rationalisation and modernisation of plant at West Bank. The new programme will assist in achieving an increase in overall capacity with an extension of the range of products, a better chemical efficiency and a more effective use of space available.

The major part of the site's output goes to the pharmaceutical industry and is based on toluene derivatives.

Meanwhile the company have disposed of their Canadian Chemical agricultural business in Ontario for £5.6m. The interests sold are A&W's ERCO Industries business and the buyers are International Minerals and Chemical Corporation (Canada).

Syntex to form new UK research centre

A new Syntex research centre, which will be a division of Syntex Pharmaceuticals Ltd, Maidenhead, Berks, is planned for the near future. The company expects to spend up to £7.5m in the first ten years on the project which will be concerned with research into animal toxicology, expanded pharmacology, metabolism, dosage design, clinical manufacturing and clinical research on new drugs.

Dr George A. Christie, medical director of Syntex Pharmaceuticals has been appointed managing director of the research centre and joins the board of the parent company.

Succeeding Dr Christie as medical director of Syntex Pharmaceuticals is Dr Miriam Stoppard.

Warner-Lambert's record sales and earnings

Sales of Warner Lambert Co, Morris Plains, New Jersey, USA for 1973 increased 12 per cent to \$1,670.43m. Earnings before taxes were \$249.03m (against \$227.22m in 1972). After-tax earnings were \$138.64m (\$122.66m) an increase of 13

per cent. A foreign exchange gain on assets amounting to 7 cents per share was not included in 1973 earnings, but was reserved against exchange fluctuations.

Mr E. Burke Giblin, chairman and chief executive officer, reported that the operations of Parke-Davis, American Optical and the international group were particularly strong, with international sales up 22 per cent.

Unilever's growth in 1973

Combined results of Unilever Ltd and Unilever NV show sales to third parties in 1973 valued at £4,504m (against £3,545m in 1972). Profit before tax is £336.9m (£251.2m) and consolidated profit after tax £172.7m (£132.7m).

In the UK total operating profits from food were virtually unchanged and margins declined. The directors state that "sales of detergents showed good growth, and toilet preparations business had an excellent year with higher sales and profits in virtually all markets". High sales volume and increased efficiency produced good improvements in profits from chemicals, paper, plastics and packaging.

Improvement in Bayer sales and profits

Total turnover of Bayer AG in 1973 improved 14.9 per cent to DM7,792m (against DM6,779m in 1972). Exports at DM4,500m showed a bigger increase than home sales, and represented 57.7 per cent of the total.

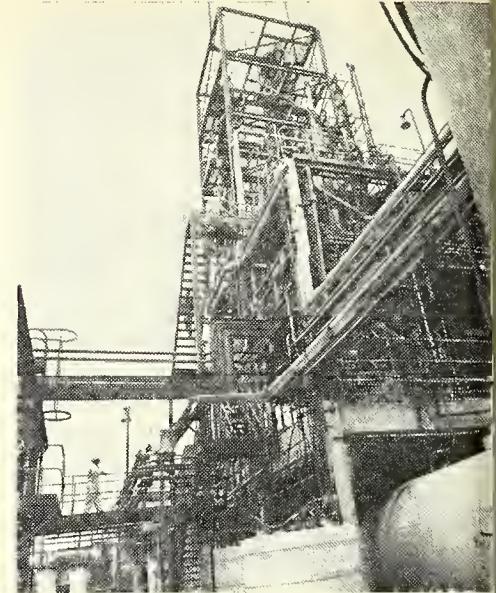
Profit before tax was DM860m (up 18.9 per cent) previous year, while profits after tax went up to DM370m (DM338m). Employees increased 4 per cent to 63,692 in 1973, and wages and salaries including social security payments rose 14.8 per cent to DM1,978m. There is no indication of the proposed dividend.

Briefly

Rentokil Group Ltd are proposing raising gross dividend from 25.3 to 34.3286 per cent for 1973 with a final of 17.9 per cent; a one-for-two scrip issue is also proposed. On a turnover up from £21.99m to £27.95m the group profit, before tax rose from £4.08m to £5.27m.

The newly formed company Prarvale Ltd, at present owning 16 branches trading as Jenkins has changed its name to J. D. Jenkins Ltd. The registered office is 32 Powerscroft Road, Footscray, Kent.

Beecham Group Ltd is to pay about £20m for the Lingner Medicine group of West Germany.



An important range of organic intermediates for the pharmaceutical industry starts with the chlorination of toluene. The plant shown here is at Albright & Wilson Ltd's works at West Bank, Widnes now being extended at a cost of £422,000 (see col 1)

Babtie & Campbell Ltd has been registered as chemists with capital of £20,000. Subscribers: K. Mackenzie, MPS, Warwick House, Drymen Place, Balloch, and I. Girvan, MPS, 214 West Princes Street, Helensburgh.

Appointments

Plough (UK) Ltd have appointed Mr C. Bendel their managing director. He also managing director of the associated White Laboratories Ltd. Mr Bendel's predecessor, Mr C. Diggins, has received major executive position within the Schering-Plough European regional headquarters.

J. G. Franklin & Sons, P.O. Box 11, division of G. D. Searle & Co Ltd, have appointed Tony Hamnett their sales manager, while Peter Whitbread becomes technical sales manager and Peter Smith is now marketing services manager. Appointed area sales managers are Howard Elkin, and Keith Spencer.

Polaroid (UK) Ltd: Consumer sales division appointments and promotions include:

Regional managers, all promoted representatives, are John Hart (north), Michael Rayment (central) and Don Snape (south). New representatives now presenting their first major Polaroid programmes to stockists are (in the north) Alan Hogsted and Cliff Green; (in central division) John Ross, Ian Yule, Robin Fletcher and (in the south) John Morgan, Tony Watson and Alan Foy.

Former regional manager, Morris Smith now has sales management responsibility for Polaroid sunglasses; representative David Firmin has been promoted to supervise new market development for all Polaroid products; representatives Nick Shirley and Bill King are now branch supervisors in the marketing department.

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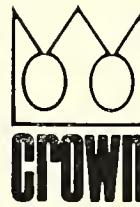


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Market News

MENTHOL UP AGAIN

London, March 5: Menthol continued to rise again sharply during the week with Brazilian up by £0.50/kg and Chinese by £0.75 on the spot. Those were resellers' prices and primary shipment offers were at a premium. Ipecacuanha in the dol-drums for many months turned firmer on increased demand from the Continent. Most balsams were dearer as were benzoin, cherry bark, kola nuts, witchhazel leaves and styrax.

Firmer in essential oils were peppermint and petitgrain.

Imported citric acid has moved up once more just a little over a month since it rose last. Meanwhile a major British manufacturer states that they are not revising their schedules yet but since stocks are mostly committed to contracts there may not be any spot lots available. Some magnesium salts have advanced substantially.

Pharmaceutical chemicals

Aspirin: 10-metric ton lots £660 ton; 5-ton £670; 1-ton £680, delivered UK.

Citric acid: Spot BP granular hydrous per metric ton for single deliveries from £361 to £470 according to makers. Anhydrous from £387 to £506.
Dexpanthenol: £10 kg; £8.50 kg.
Ergometrine maleate: 100-g lots £5.25 g.
Ferrous fumarate: £0.50 kg for 50-kg lots.
Ferrous gluconate: £733 metric ton delivered.
Fentichlor: 50-lots £1.73 kg.
Ferrous phosphate: In kegs £493.50 metric ton.
Glucose: (per metric ton in 10-lots) monohydrate powder £94; anhydrous £175; liquid 43° Baumé: £91 (5-drum lots).
Glycerin: BP per metric ton — 5-ton lots £311; 1-ton £313. In charged, returnable drums.
Hydrogen peroxide: 35 per cent, £149 metric ton.
Hydrocortisone: Acetate to £220 kg.
Hyoscine hydrobromide: £314.14 kg.
Hyoscyamine sulphate: (100-g lots) £59 kg.
Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	1.4	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Isoprenaline sulphate: 1-kg £18.00 kg.
Iron phosphate: In 50-kg lots £493.50 metric ton.
Kaolin: BP is £66 per 1,000 kg natural £77.50; light £82.50 ex works.
Lobeline: Hydrochloride to £1.20 per g.
Magnesium carbonate: BP per 1,000 kg heavy £284; light £210.
Magnesium hydroxide: BPC £560 metric ton.
Magnesium oxide: BP per 1,000 kg heavy £980; light £620. Paste £280.
Magnesium peroxide: 50-kg lots 23-25 per cent. £0.59 kg.
Magnesium sulphate: BP crystals £46.75; BP excised £115.40 per metric ton, ex works.
Methadone hydrochloride: Subject to DDA Regulations 0.15 per g for 100-g lots.
Magnesium trisilicate: £470 metric ton.
Mestranol: £120 kg.
Methyl salicylate: Per metric ton in 5-ton lots £540; 1-ton £550; 500-kg £560; delivered UK.
Paracetamol: Per metric ton, in 10-ton lots, £1.570; 5-ton £1.620; 1-ton £1.670; delivered UK.
Paraffins: Prices withdrawn.
PAS sodium: £1.40 kg.
Penicillin: Potassium, sodium or procaine, sterile £9 per 1,000 Mu for 5-25,000 Mu lots.
Piperazine: Under 50 kg lots, adipate £1.00 kg; citrate £0.10.
Potassium acid tartrate: BPC £483 per metric ton.
Salicylamide: (per metric ton) 5-ton lots £770; 1-ton £780, £710.
Salicylic acid: per metric ton 5-ton lots £555; 1-ton £580; 250-kg £630; delivered UK.

Salol: Per metric ton in 5-ton lots, £1,620; 1-to £1,670; 50-kg £1,270; delivered UK.
Sorbitol: Powder £375 metric ton for over 250 kg.
Stilboestrol: BP in 25-kilo lots £38.00 kg.
Streptomycin: £11.00 kg base; dihydrostreptomycin £11.50 kg base.
Strychnine: (kg) alkaloid £25.00; sulphate & hydrochloride £17.00.
Testosterone: £120 kg; propionate £110.
Tetracycline hydrochloride: £10 per kg of actvlt.
Theophylline: (50 kg) Hydrate anhydrous ethylenediamine (aminophylline) £2.76 kg; 100-kg £2.73.
L-Thyroxine: £1.25 per kg.
L-Triiodothyronine sodium: £2.50 per g.

Crude drugs

Aloes: Cape nominal; Curacao £1,000 metric ton spot.
Balsams: (kg) Canada: nominal. **Copaiba:** BP £3.00 kg spot. **Peru:** £5.30 cif. **Tolu:** BP £2.50 spot; £2.60 **Benzoin:** BPC £65-£66 cwt spot; £65, cif.
Cherry bark: Spot £550 metric ton; £530, cif.
Cloves: (Per ton, cif) Ceylon £2,500; Madagascar £2,400; **Zanzibar:** £2,700.
Ginger: (ton) **Cochin:** £440, cif. **Jamaican No. 925:** Sierra Leone £570, cif. **Nigerian split:** £470 cif; peeled £700, cif.
Ipecacuanha: (kg) Costa Rican £3.45 spot; £3.1 cif. **Matto Grosso:** £6.00 spot. **Colombian:** £5.10-10, cif.
Menthol: Brazilian £13.50 kg spot; £13.30, cif. Chinese £16.75 spot and cif.
Pepper: (Ton cif) Sarawak black £680; white £1,050.
Styrax: £2.50 kg spot; £2.40, cif.
Witchazel leaves: Spot £1.60 kg; prompt shipment £1.55, cif.

Essential oils

Bois de rose: Shipment £12.46 kg, cif.
Clove: Madagascar leaf £3.15 kg spot; £3.10 cif.
Peppermint: (kg) Arvensis-Brazilian spot £6.20 kg obtainable; shipment £6.17, cif. Chinese £8.7 spot and cif. **Piperita American:** from £17.00.
Petitgrain: £13.00 kg, cif.
Sandalwood: Unobtainable.
Sassafras: Not offering.
Spearmint: Chinese afloat £8.50 kg; £8.00, cif.
Thyme: Red £65/70% £8.30 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state the markets quotations change frequently.

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ST. BARTHolemew's HOSPITAL PHARMACEUTICAL AREA

HACKNEY HOSPITAL

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Applications are invited for the above posts from enthusiastic young Pharmacists who are interested in developing a Pharmaceutical service closely integrated with patient care. One of the posts will be responsible for the Outpatient Services at Hackney Hospital and the other for integrating the Pharmaceutical Services of the small hospitals within the Hackney Group.

Both posts provide good opportunities for staff with drive and initiative who are seeking career advancement.

Further details and job description may be obtained from Mr M. Vere, Principal Pharmacist, on 01-985 5555 Ext. 135. Applications in writing to Miss V. M. Norman, Manpower Adviser at St. Bartholomew's Hospital, West Smithfield, London, EC1 Quoting ref PTB/4407/CD.

Gloucestershire Area Hospital Pharmaceutical Service

CHELTENHAM GENERAL HOSPITAL

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Applications are invited for the above in the patient services and manufacturing sections of the pharmacy. The hospital has about 300 beds in all specialties, and the department offers an opportunity to work in an expanding Area service. Whitley Council salary scales and conditions of service applicable. Further information from the Principal Pharmacist, Mr. O. Seagrave, telephone — Cheltenham 21344 ext. 299. Applications to the Hospital Secretary, Cheltenham General Hospital, Sandford Road, Cheltenham.

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Applications are invited from suitably qualified Pharmacy Technicians for interesting and varied duties within this Group, the main pharmaceutical departments being at St. Luke's Hospital and the Royal Surrey County Hospital. Applications, together with the names and addresses of two referees to Hospital Secretary, St. Luke's Hospital.

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to manage suburban branch Rota duties—one week in four. No weekend rota. Adequate supporting staff. Salary to be negotiated. Assistance given with housing if required. Superannuation scheme in operation. Applications to: Secretary and Chief Executive Officer, Brightside and Carbrook Co-operative Chemists Ltd., Castle House, Angel Street, Sheffield S3 8LS.

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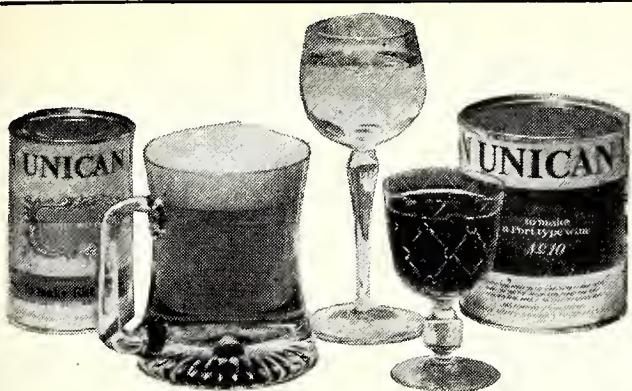
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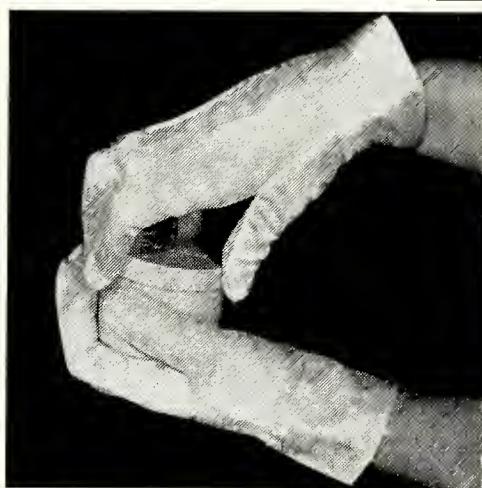
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